

CIGARETTE BRAND SELECTION

FULL MARGIN BRANDS

COMPETITIVE*	TAR	SWITCH TO:
Camel Filter	FF	Marlboro, Merit, Bucks FF
Camel Lts	LT	Marlboro Medium, Merit, Bucks Lts
Capri 100's	LT	V. Slims Superslims
Capri Men 100's	LT	V. Slims Superslims Men
Carlton	ULT	Merit Ultima, B&H DUL, V. Slims UL
Carlton Men	ULT	Merit UL Men, B&H DUL Men, V. Slims UL M
Kent	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts
Kent III	ULT	Merit UL, B&H DUL, V. Slims UL
Kool	FF	Marlboro Men, Merit Men, Alpine, B&H Men
Kool Milds	LT	Merit Men, Marlboro Lts Men, Alpine Lts
More 120's	FF	Saratoga
More Men 120's	FF	Saratoga Men
More White Lts 120's	LT	V. Slims 120's
More White Lts Men 120's	LT	V. Slims 120's Men
More Lts 100's	LT	V. Slims Lts
More Lts 100's Men	LT	V. Slims Lts Men
Newport	FF	Marlboro Men, B&H Men, Alpine, V. Slims Men, Merit Men
Newport Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men
Newport Stripes 100's	LT	V. Slims Lts
Now	ULT	Merit Ultima
Pall Mall	FF,LT	Marlboro, Merit, B&H, V. Slims, Marlboro Lts, B&H Lts, V. Slims Lts
Salem	FF	Marlboro Men, Alpine, B&H Men, V. Slims Men
Salem Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men, V. Slims Lts Men
Salem Slim Lts 100's	LT	V. Slims Lts Men
Salem Ult Lts	ULT	Merit UL Men, B&H DUL Men, VS UL Men
Tareyton	LT	Parliament Lts, Marlboro Lts, Merit, B&H Lts
True 85's	ULT	Merit UL
True 100's	LT	Merit, Parliament Lts, B&H Lts
Vantage	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts

*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF-Full Flavor LT-Low Tar ULT-Ultra Low Tar Green - Menthol

COMPETITIVE*	TAR	SWITCH TO:
Vantage Men	LT	Merit Men, Marlboro Lts Men, B&H Lts Men, Alpine Lts
Vantage UL	ULT	Merit UL, V. Slims UL, B&H DUL
Vantage UL Men	ULT	Merit UL Men, V. Slims UL Men, B&H DUL M
Winston	FF	Marlboro, Merit, B&H, V. Slims, Bucks FF
Winston Lts	LT	Marlboro Medium, Merit, B&H Lts, V. Slims Lts
Winston UL	ULT	Merit UL, B&H DUL, V. Slims UL

PRICE VALUE BRANDS

COMPETITIVE*	TAR	SWITCH TO:
American Filter	FF,LT	Cambridge FF, Lts
Belair	LT	Alpine Lts, Cambridge Lts Men
Century	FF,LT	Players Lts 25's
Doral	FF,LT,ULT	Cambridge FF, Lts & Uits, Bucks
Doral Menthol	LT	Alpine Lts, Cambridge Lts Men
Generic	FF,LT,ULT	Cambridge, Bucks, Bristol
Generic Men	FF,LT	Alpine, Cambridge Lts Men
Lucky Lts	LT	Cambridge Lts
Magna 85's	FF	Bucks FF, Cambridge
Magna Lts 85's	LT	Bucks Lts, Cambridge Lts
Malibu	FF,LT	Cambridge FF, Lts
Malibu Men	LT	Alpine Lts, Cambridge Lts Men
Misty Slim	LT	Cambridge Lts, Alpine Lts
Montclair	FF,LT	Bristol FF, Bristol Lts
Montclair Lt 100 Men	LT	Bristol Lts 100 Men
Pyramid	FF,LT,ULT	Bristol FF, Bristol Lts & ULT
Pyramid Men	FF,LT	Bristol Lts Men
Raleigh Filter	FF	Bucks FF, Cambridge FF
Sterling	FF,LT	Cambridge
Viceroy	FF	Bucks FF, Cambridge FF

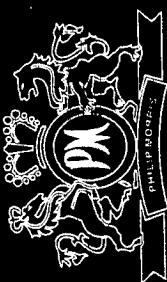
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Velveeta	Bright 'N' Lively	Sealtest	Cool Whip
Oscar Mayer	Lender's	'Rang	Entenmann's
Doblerone	Miller Beer	Bird's Eye	Jell-O
Yuban	Bright 'N' Lively	Sealtest	Louis Rich
Kool-Aid	Miracle Whip	'Rang	Breyer's
Sealtest	Cheez Whiz	Lender's	Lowenbrau
Velveeta	Breakstone's	Bird's Eye	Cool Whip
Oscar Mayer	Bird's Eye	Log Cabin	Entenmann's
Doblerone	Cheez Whiz	Post Cereals	Jell-O
Yuban	Breakstone's	Country Time	Louis Rich
Kool-Aid	Miracle Whip	Lender's	Breyer's
Marlboro	Miller Beer	Bird's Eye	Lowenbrau
Velveeta	Bright 'N' Lively	Sealtest	Cool Whip
Oscar Mayer	Miracle Whip	'Rang	Entenmann's
Doblerone	Cheez Whiz	Lender's	Breyer's
Yuban	Breakstone's	Bird's Eye	Lowenbrau

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Event and Meeting Planners Guide





Luncheon Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

"The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

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Luncheon Menu Suggestions.

SOUP

Navy Bean	7
Cheddar Cheese	11
Turkey Vegetable	15

ENTREES

Potato & Ham Savoyard with Braised Leafy Greens	23
Barbecued Beef Fajita with Corn Salsa, Cabbage & Pineapple Salad	29
Sweet & Sour Chicken with Nappa Cabbage Stir-fry & Toasted Boboli Sesame Triangles	35

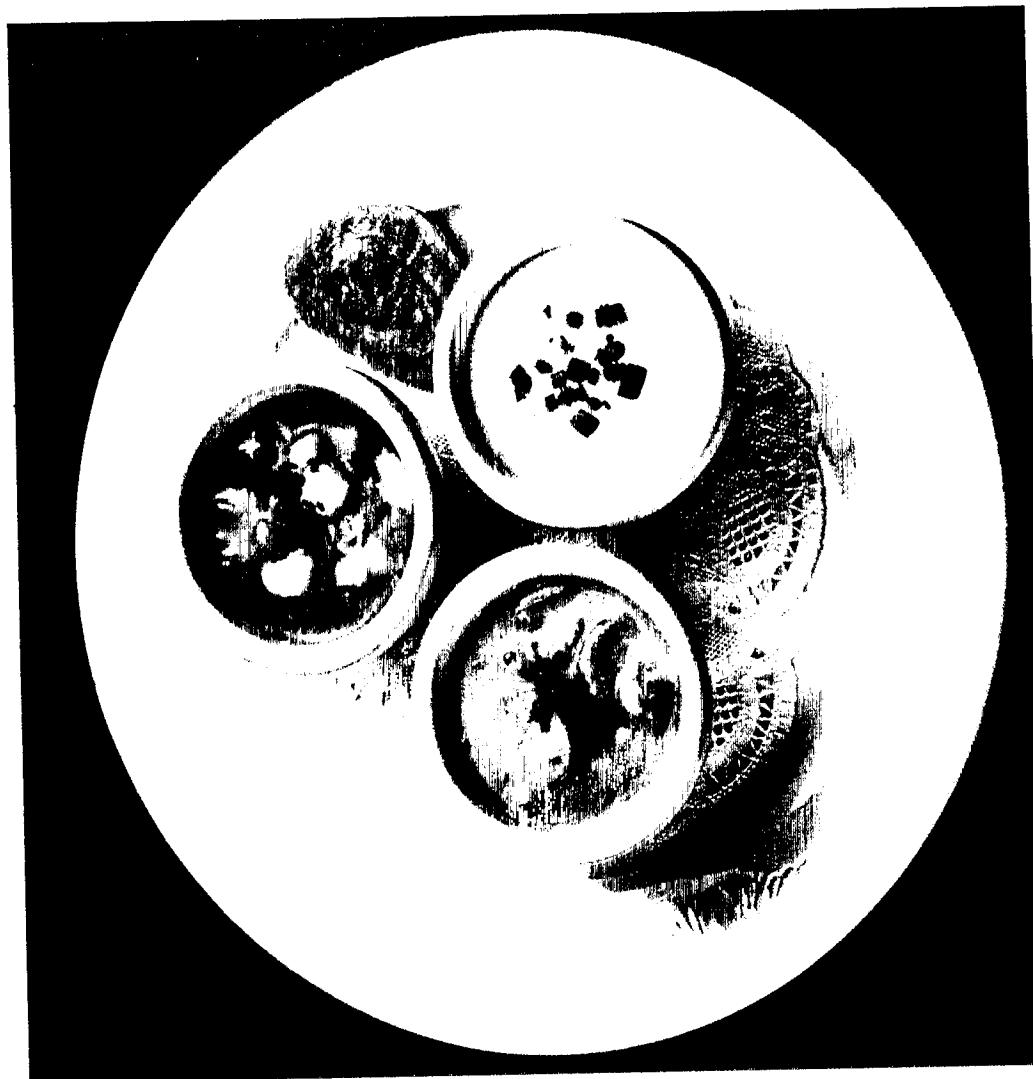
DESSERTS

Lemon Cheese Tarts with Berries & Citrus Sauces	45
Lime & Strawberry Gelee with Caramel Almond Crisps	53
Chocolate Mousse with Meringue Hat & Fresh Fruit Gelee	59

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Soups

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Vavy Bean Soup

Navy Bean Soup

Ingredients & Method

Ingredients

Yield: 1 Gallon

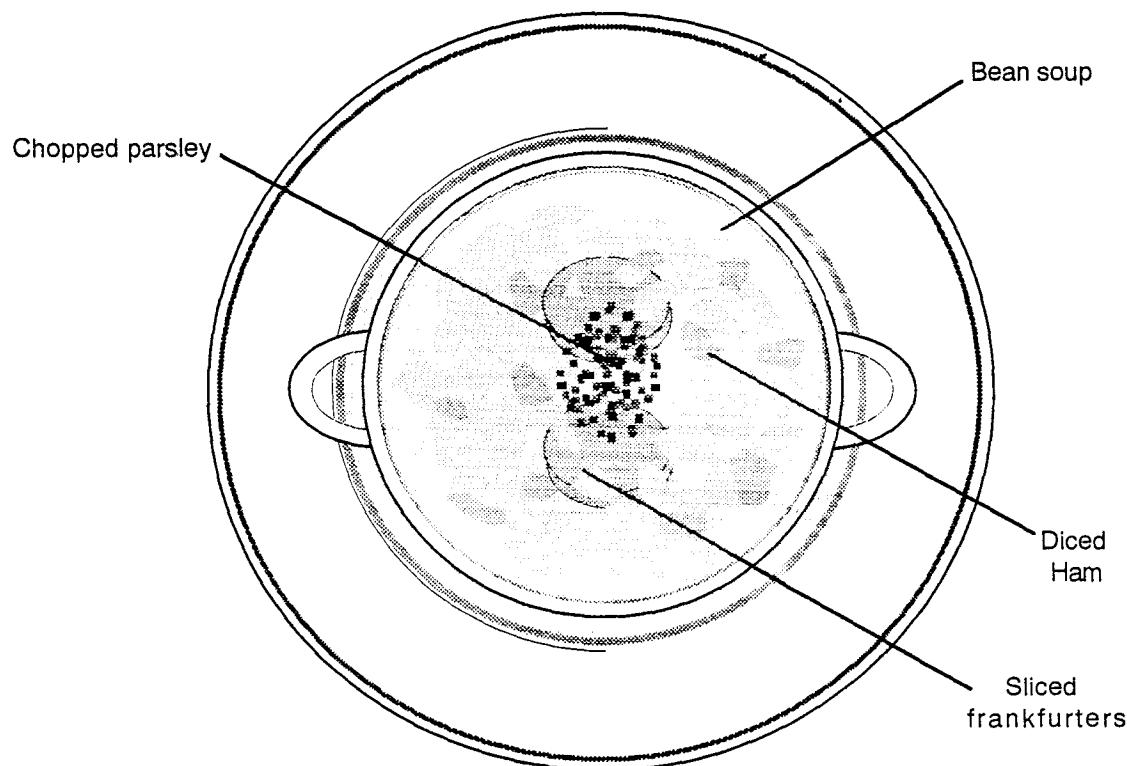
Navy Beans (soaked in water overnight)	2 lbs.
Oscar Mayer Golden Jubilee Ham , 1/4 inch dice	8 oz.
Chicken stock	5 qts.
Diced onions	2 lbs.
Carrots, diced	1 lb.
Celery, diced	1lb.
Oil	6oz.
Garlic, minced	1tsp.
Potatoes, diced	2 lbs.
Vinegar (cider)	1/4 cup
Parsley chopped	1/2 tsp.
Oscar Mayer frankfurters , sliced	10 ea.
Salt and pepper	to taste

Method

1. Remove water from beans.
2. Sauté onions, carrots, celery and garlic in oil.
3. Add stock and drained beans.
4. Simmer until beans are tender.(add more stock if necessary)
5. Puree half the beans and return to soup.
6. Add diced ham.
7. Add potatoes and cook until tender.
8. Season with salt and pepper and vinegar.
9. Garnish with sliced frankfurters and parsley.

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Navy Bean Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Navy bean soup according to recipe

Garnish: Beans, meat and vegetables in soup
Sliced frankfurters and parsley

Method of Serving:

- Place bean soup in soup cup or bowl
- Arrange two pieces of sliced frankfurter in the center on top of the soup
- Sprinkle with chopped parsley

Note: Soup may be served in a bouillon cup as shown or a soup bowl with underliner

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Cheddar Cheese Soup

Cheddar Cheese Soup

Ingredients & Method

Ingredients:**Yield:** 1 Gallon

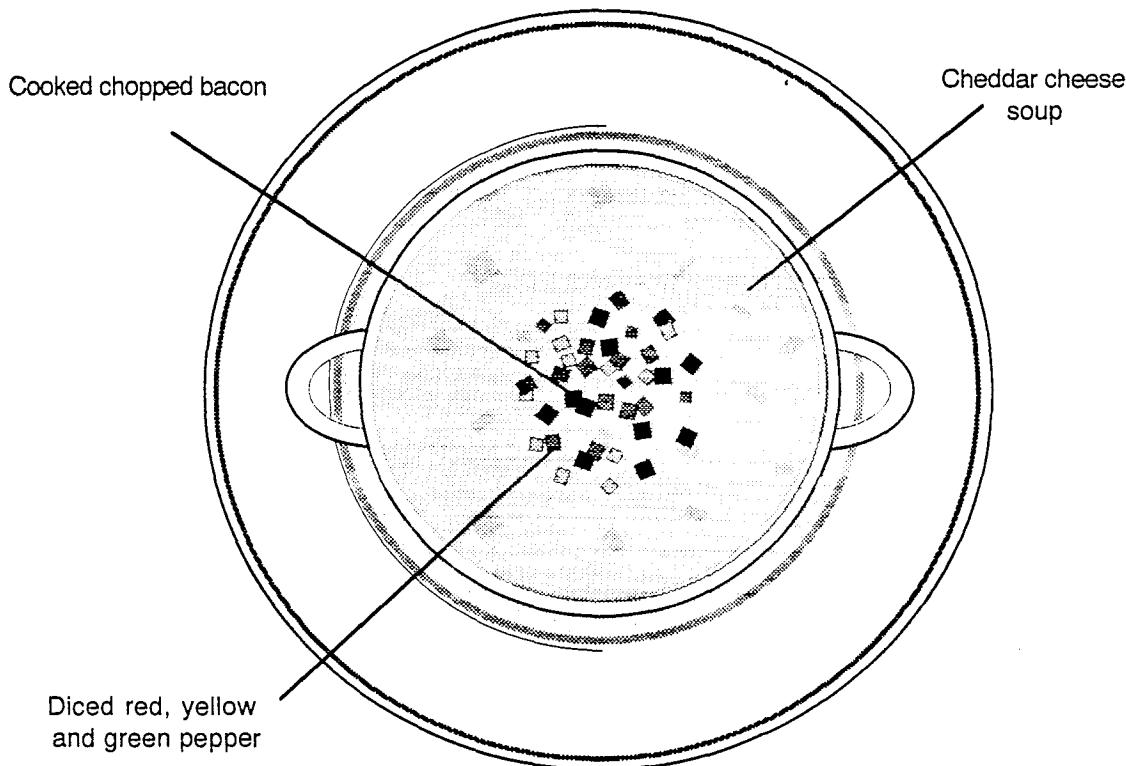
Onion, finely diced	5 oz.
Parkay margarine	4 oz.
Flour	4 oz.
Paprika	1 tsp.
Kraft mustard	
Chicken stock	5 cup
Heavy cream	5 cup
Kraft Colby cheese	1 lb.
Worcestershire sauce	4 tsp.
Milk	6 oz.
Salt and pepper	to taste
Garnish:	
Yellow pepper, 1/4 inch dice	1 ea.
Red pepper, 1/4 inch dice	1 ea.
Green pepper, 1/4 inch dice	1 ea.
Oscar Mayer bacon , crisp, chopped	3 oz.

Method

1. Melt butter and saute onion until translucent. Add flour and cook for 5 to 8 minutes. (blonde roux)
2. Add chicken stock and simmer for 45 minutes.
3. Add all seasonings and cream, heat to boiling point.
4. Saute the garnish with a small amount of olive oil.
5. Place garnish and shredded cheese on top of soup.
(do not reheat to boiling).

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Cheddar Cheese Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Cheddar cheese soup according to recipe

Garnish: Cooked chopped bacon, cooked diced red, yellow and green pepper

Method of Serving:

- Place cheddar soup in soup cup/bowl
- Arrange chopped bacon, diced red, yellow and green pepper in the center, on top of soup

Note: Soup may be served in a bouillon cup as shown or soup bowl with underliner

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*Turkey Vegetable Soup
with Cheese Wafers*

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Turkey Vegetable Soup with Cheese Wafers

Ingredients & Method

Ingredients

Yield: 1 Gallon

Louis Rich Turkey (cut in 1/4 in. cubes)	1 lb.
Chicken or Turkey broth	1 gal.
Oil or butter	4 oz.
Turnips, 1/4 inch dice	4 oz.
Carrots, 1/4 inch dice	4 oz.
Celery, 1/4 inch dice	4 oz.
Onions 1/4 inch dice	4 oz.
Leeks, cut paysanne	8 oz.
Cabbage, cut paysanne	4 oz.
Garlic, minced	2 cloves
Potatoes, 1/4 inch dice	6 oz.
Vinegar (cider)	1/4 cup
Lima beans or green beans	4 oz.
Corn, frozen	4 oz.
Tomato concassee	4 oz.
Salt, pepper	t.t.
Parsley chopped	2 tsp.

Method

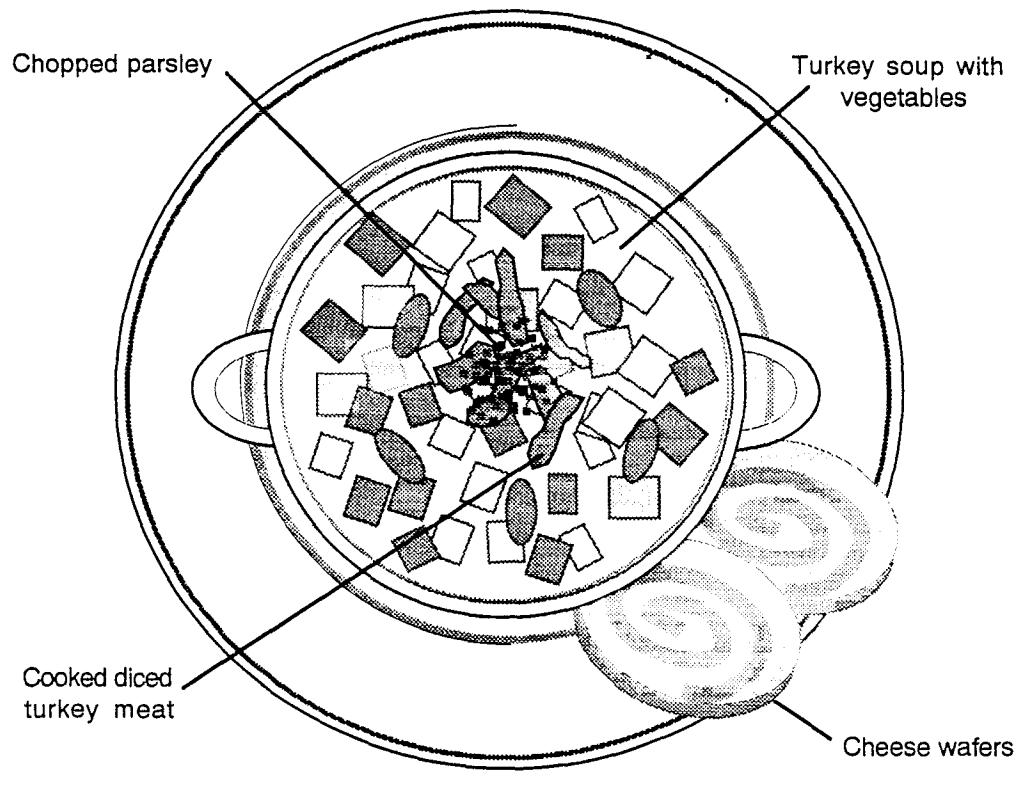
1. Sweat turnips, carrots, and celery in oil until 1/2 way cooked.
2. Add onions, leeks, cabbage and garlic, sweat 3 -4 minutes longer.
3. Add turkey and stock to vegetables, simmer until turkey is tender.
4. Add beans and corn, simmer 3-4 minutes, add tomato concassee, return to a simmer.
5. Season, add parsley just before serving.

Option.

Cheese wafers may be served with the soup. (recipe follows)

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Turkey Vegetable Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Turkey vegetable soup according to recipe

Garnish: Vegetables in soup
Cooked diced turkey meat

Method of Serving:

- Place turkey soup in soup cup or bowl
(be careful to include the proper amount of vegetables)
- Place turkey meat in center on top of soup
- Sprinkle soup with chopped parsley
- Place two cheese wafers on the edge of the underliner

Note: Soup may be served in a bouillon cup as shown or soup bowl with underliner

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Cheese Wafers

Ingredients & Method

Ingredients

Yield: 12 crackers

Flour, sifted	1 cup
Salt	1/2 tsp.
Ice water	3-5 Tbsp.
Kraft cheddar cheese, grated	3/4 cup
Egg white slightly beaten	1 ea.
Butter	1/3 cup

Method

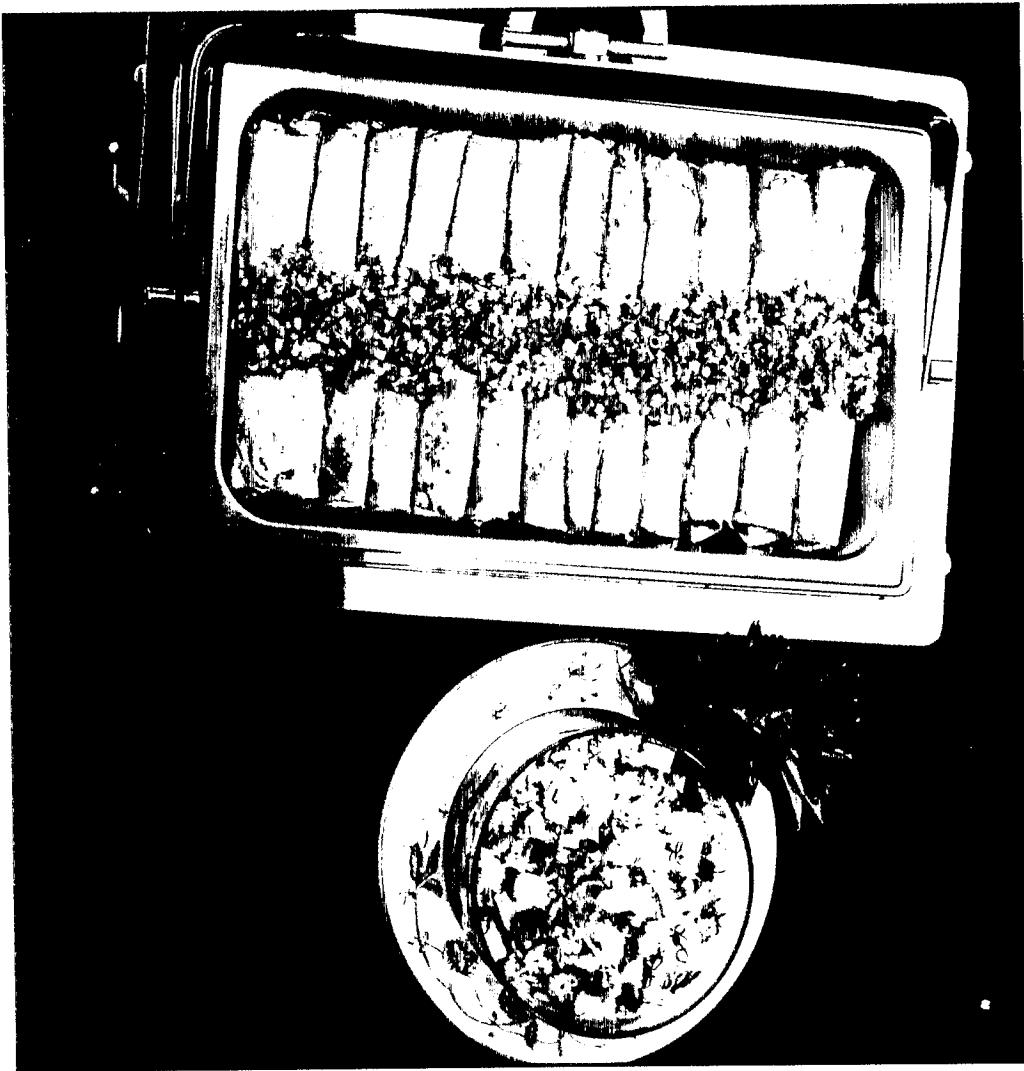
1. Sift flour and salt together
2. Cut in fat (course meal)
3. Add water gradually until moist.
4. Roll out 1/8" thick, spread half the dough with half the cheese.
5. Roll like jelly roll, sprinkle roll with remaining cheese.
6. Wrap in saran and chill.
7. Slice and arrange on ungreased sheet pan.
8. Bake at 450°F for 8-10 minutes.

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Hot Entrees



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*Potato and Ham
Savoyard*



Potato and Ham Savoyard

Ingredients & Method

Ingredients

**Yield: 12 portions
/15 for smaller appetites**

Potatoes, peeled, and sliced wafer thin.	6 lbs.
Kraft Swiss Cheese, shredded	1-1/2 lbs.
Oscar Mayer Buffet Jubilee Ham, 16 slices	3 lbs.
Onions, sliced	8 oz.
Garlic, chopped	6 cloves
Eggs	8
Butter	2 oz.
Salt	3 tsp.
White pepper	1/2 Tbsp.
Chicken stock, hot	1 qt.
Kraft Parmesan cheese, shredded	4 oz.

Method

1. Grease hotel pan with 1 oz. butter.
2. Sprinkle garlic in the bottom of pan.
3. In a large bowl combine potatoes, beaten eggs, Swiss cheese, salt and pepper, blend well.
4. Place 1/3 of potato mixture evenly over the bottom of the pan.
5. Arrange 8 slices of ham evenly over the top of the potatoes.
6. Place 1/3 of potatoes over ham.
7. Layer remaining ham over potatoes.
8. Finish with remaining potatoes, press down slightly.
9. Cover with 1 quart of stock, sprinkle with Parmesan cheese, dot with remaining butter.
10. Bake in a preheated 350°F oven for 90 minutes, until potatoes are tender and the top is nicely browned.
11. Let rest for 15 to 20 minutes and cut into desired portions.

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Braised Leafy Greens

Ingredients & Method

Ingredients

Yield: 12 portions

Assorted leafy greens cut in 1 inch pieces.	5 lbs.
Beet greens, mustard greens, Swiss chard, spinach	
Garlic, chopped	4 cloves
Onion, sliced	1 lb.
Butter	3 oz.
Pepper	1 tsp.
Salt	3 tsp.
Nutmeg	1/4 tsp

Method

1. Wash and clean greens thoroughly, drain well.
2. Cut into 1 inch pieces.
3. Heat butter in a large pot with a tight fitting lid.
4. When hot add garlic, cook for 1 minute, add onion.
5. When onion is translucent add greens, stir.
6. Cook for 2 to 3 minutes, stir and add seasoning.
7. If too much liquid has accumulated you may thicken this with a cup or two of quick oats.
8. Serve in a 2 inch pan with Potato Ham Savoyard.

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Potato and Ham Savoyard with Braised Leafy Greens

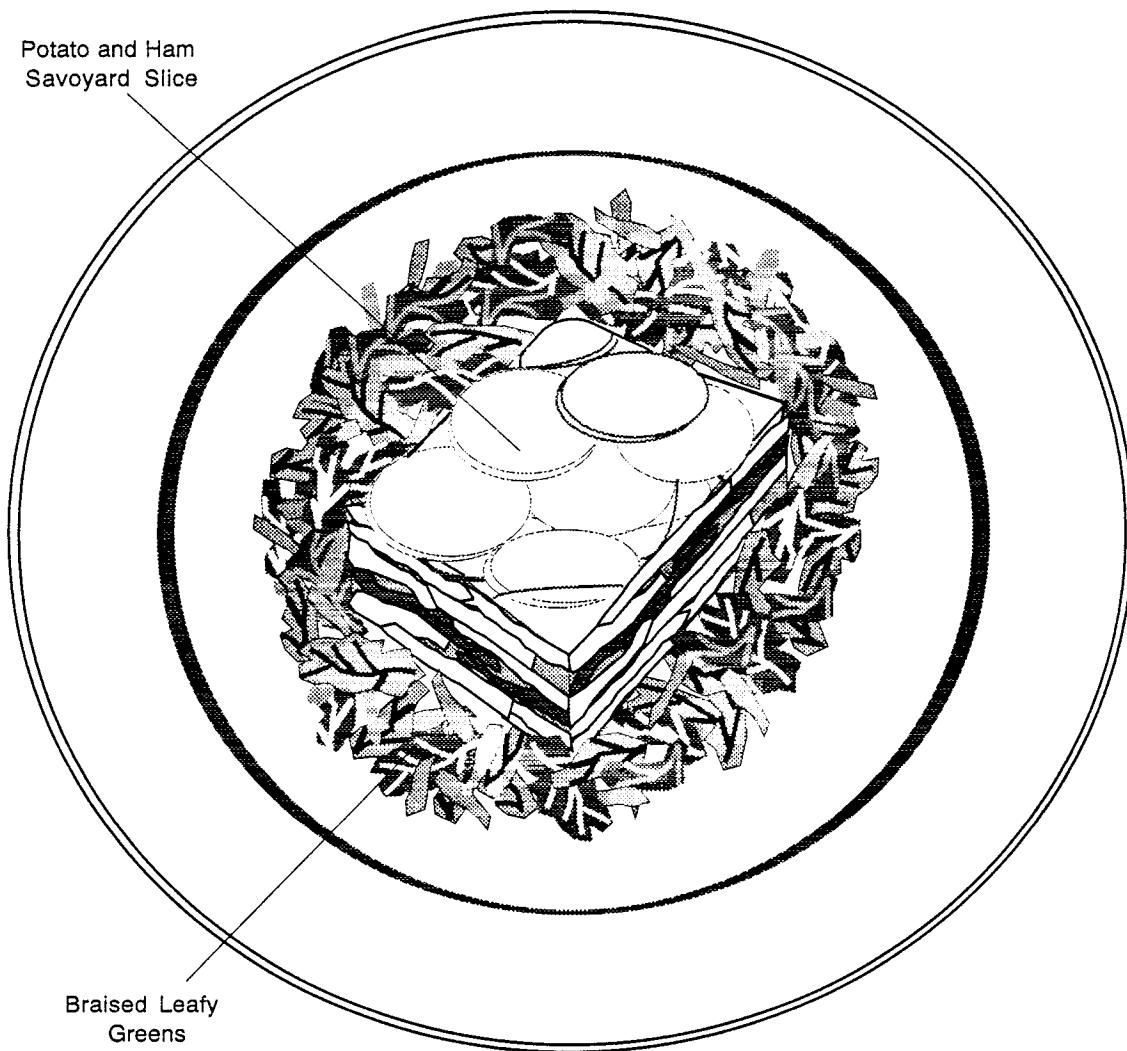


Plate Description:

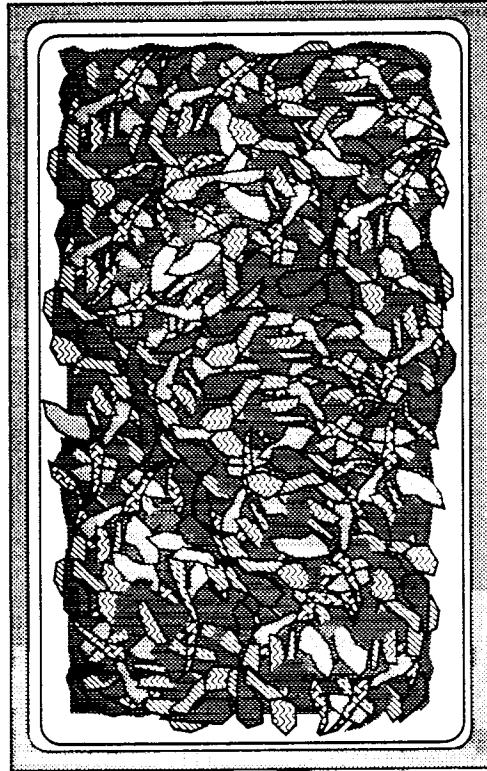
Potato and Ham Savoyard: 3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese, prepared according to recipe. Cut Potato and Ham Savoyard in a rectangle and place in the center of a plate

Braised Leafy Greens: An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens around the edges of the Potato and Ham Savoyard to form a circle

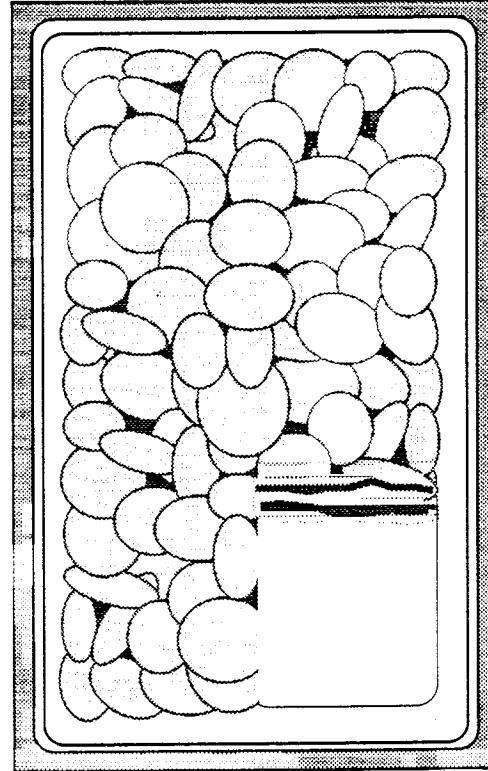
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Potato and Ham Savoyard with Braised Leafy Greens

Chafing Dish Presentation for 12 Portions



Hotel pan showing
Braised Leafy Greens



Hotel pan showing Potato and Ham
Savoyard (two portions have been
removed to show interior of item)

Hotel Pan Description:

Potato and Ham Savoyard:

3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese. Prepare ingredients according to recipe, cook in the hotel pan, clean edges of pan before presenting.

Braised Leafy Greens:

An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens in a hotel pan.

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*Barbecued
Beef Tostada*

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad Ingredients & Method

Barbecued Beef Fajita

Ingredients:

Yield: 12 portions

Oscar Mayer, roast beef, top round, cooked, sliced wafer thin.	3 lbs.
Oven Pit barbecue sauce	4 cups
General Foods sweet and sour sauce	2 cups
Stock or water	3 cups
Flour tortillas, 10 inch.	24 ea.

Method

1. Combine all ingredients, except tortillas, and heat in low oven at 325°F until hot, 25 to 35 minutes.
2. Heat flour tortillas in microwave until hot.
3. Brush or dip each tortilla with hot barbecue sauce to avoid breaking and tearing.
4. Lightly grease a 2 inch hotel pan with vegaleen.
5. Fill each with 2 oz of barbecue beef mixture and roll up envelope style, and place in pan.

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Cabbage and Pineapple Salad

Ingredients & Method

Method:

Yield: 12 Portions

Savoy cabbage, one inch dice	2 lbs.
Pineapple chunks, fresh	1 lb.
Kraft cole slaw dressing	2 cups
Pepper	1 tsp.
Salt	1 tsp.
Chives, chopped, (for garnish) optional	2 Tbsp.

Method:

1. Combine all ingredients except chives and reserve.
2. Serve cabbage salad in a separate bowl.

Corn Salsa

Ingredients & Method

Method:

Yield: 12 Portions

Kraft Prestige corn relish	2 cups
Red onion, chopped	6 oz.
Red pepper	6 oz.
Green pepper	6 oz.
Jalapeno pepper, chopped very fine	1-1/2 oz.
Lime juice, fresh	1/3 cup
Scallion (green onion), sliced, (for garnish) optional	1 cup

Method

1. Combine all ingredients except scallions and reserve.
2. Place salsa in the center of the plate and sprinkle with sliced green onion.

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Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

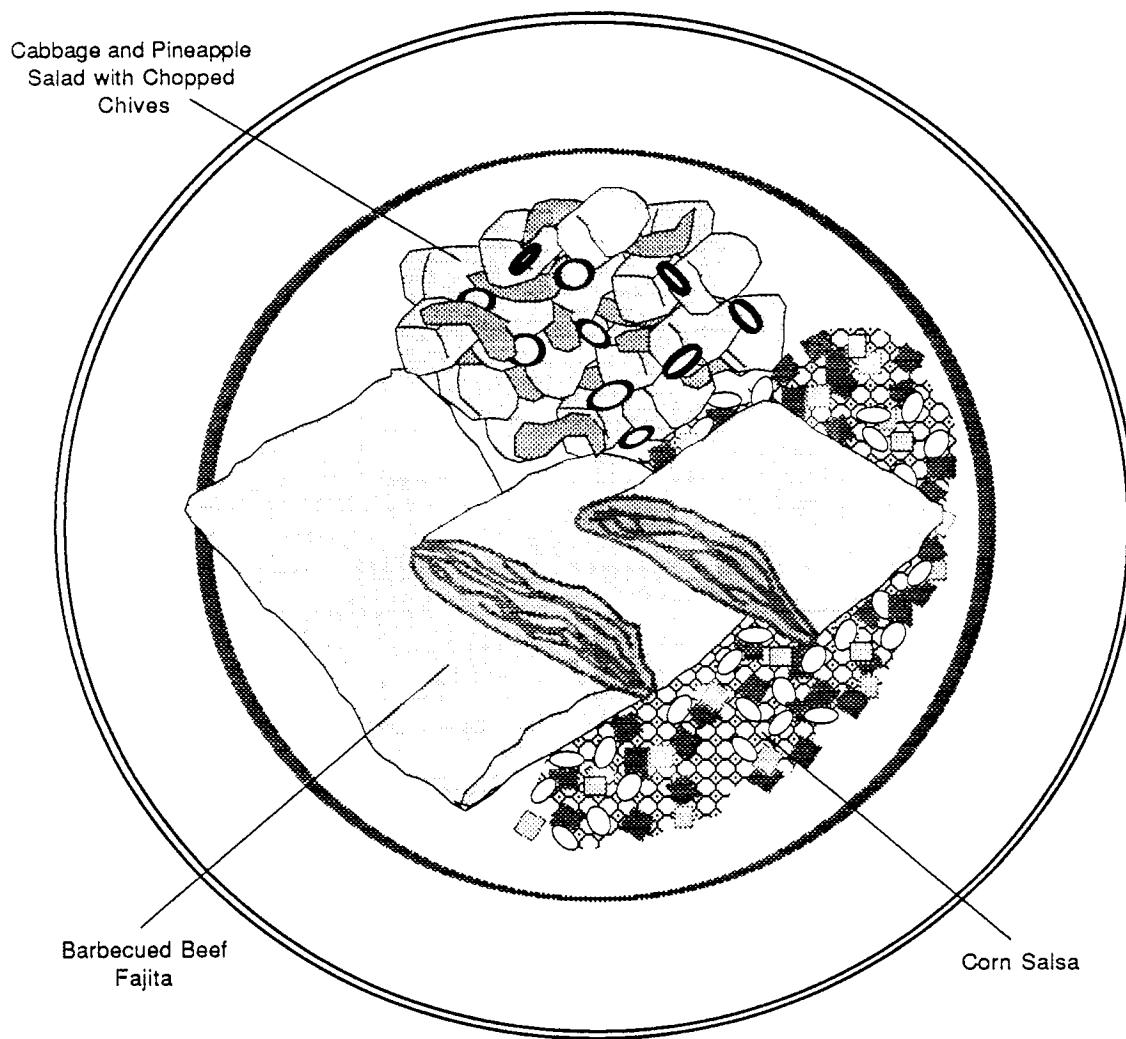


Plate Description:

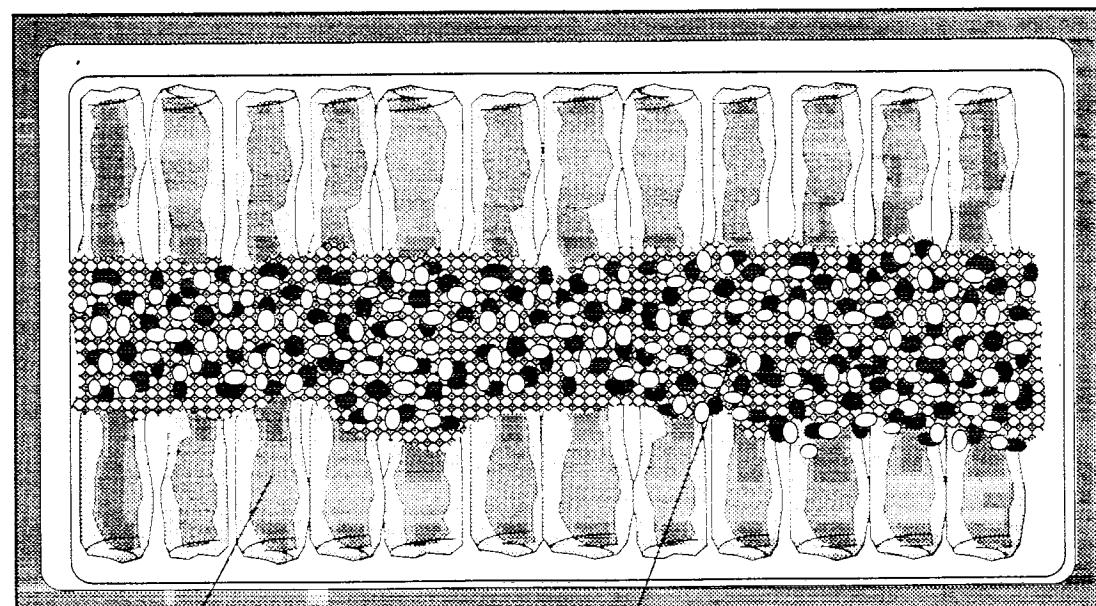
Barbecued Beef Fajita: Prepare according to recipe, place one fajita on the plate, cut the second fajita in half and placed overlapping the first fajita as illustrated

Corn Salsa: Prepare according to recipe, pooled around fajita as illustrated

**Cabbage and
Pineapple Salad:** Prepare according to recipe, place on the plate above the fajita as illustrated, sprinkle with chopped chives

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Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad Chafing Dish Presentation 12 portions

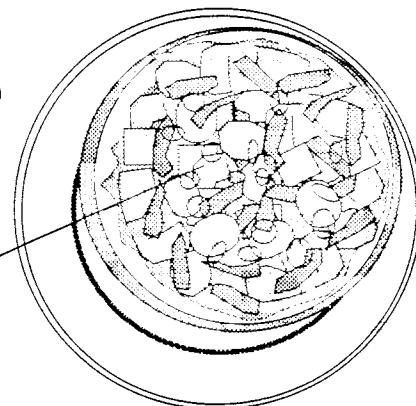


Barbecued Beef Fajita

Corn Salsa

Hotel Pan Showing Presentation

Cabbage and Pineapple Salad
with Chopped Chives



Hotel Pan Description:

Side Bowl Presentation

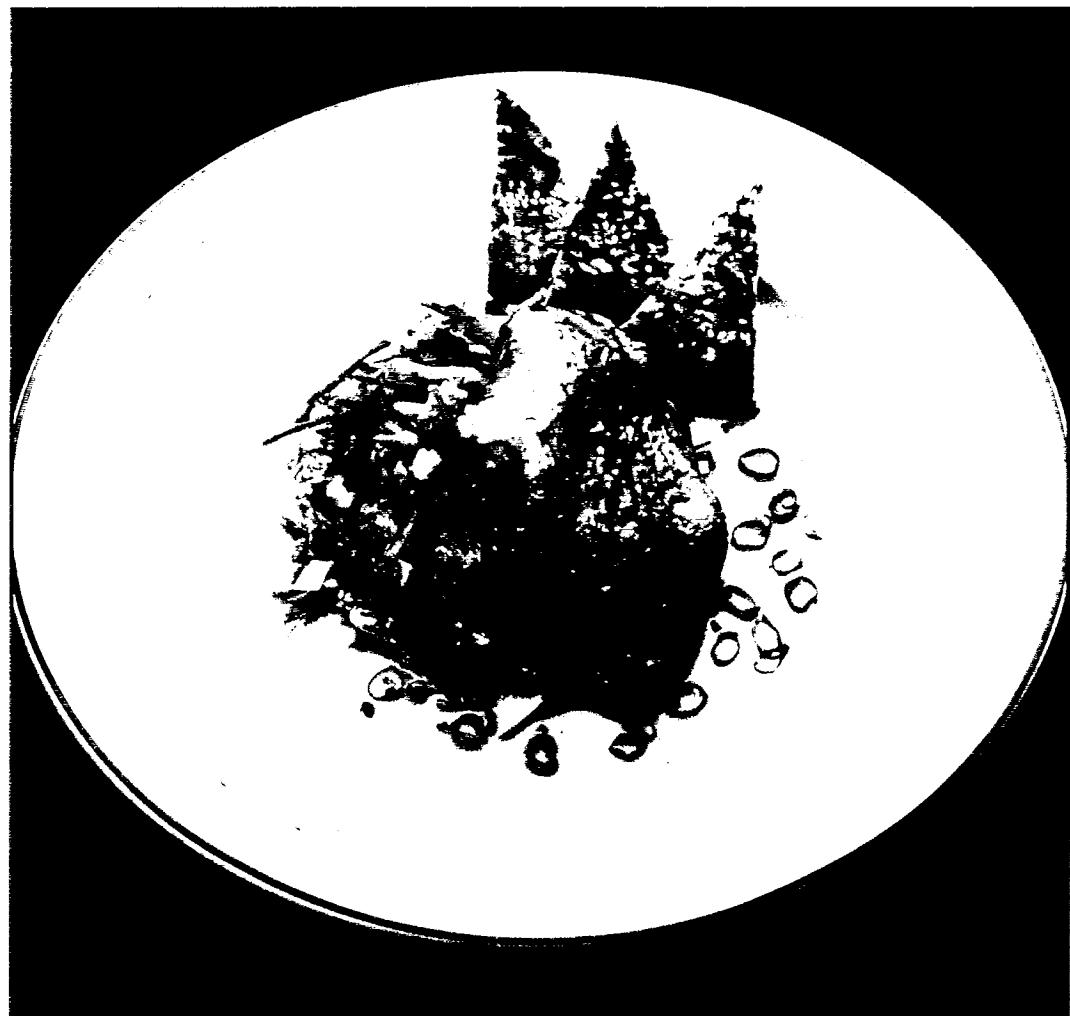
Barbecued Beef Fajita: Prepare according to recipe, arrange in two rows, side by side, down the length of a hotel pan, as illustrated.

Corn Salsa: Prepare according to recipe, place in the center, on top of the row of fajitas.

Cabbage and Pineapple Salad: Prepare according to recipe, serve in a bowl with underliner, place next to chafing dish

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*Sweet and Sour
Chicken Breast*

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Sweet and Sour Chicken Breast

Ingredients & Method

Ingredients

Yield:12 portions

Chicken breasts, Teriyaki style	12 ea.
Sauce Works sweet and sour sauce	1 qt.
Stock	1 cup

Method:

1. Place chicken on lined sheet pan evenly.
2. Brush chicken with sweet and sour sauce.
3. Place in oven and cook for 8 minutes.
4. Remove, brush again, and cook 8 minutes more.(do not over cook)
5. Use remaining sauce and thin down with stock for chafing dish.

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Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

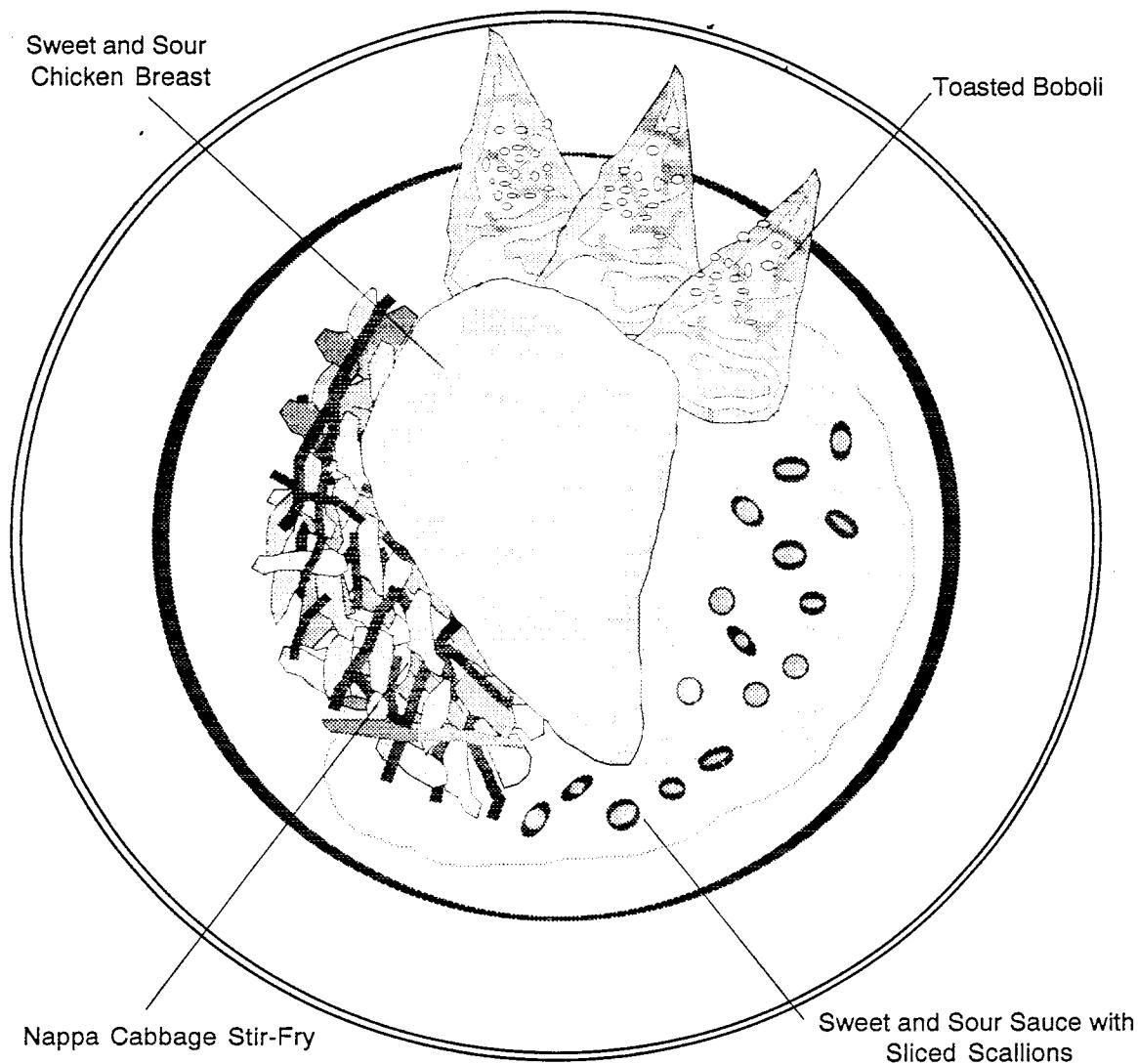


Plate Description:

Sweet and Sour Chicken Breast: Prepare and cook chicken according to recipe, arrange in the center of a plate on a bed of Nappa Cabbage Stir-Fry.

Nappa Cabbage Stir-Fry: Prepare and cook cabbage according to recipe, arrange on the side of plate as illustrated.

Toasted Boboli: Prepare according to recipe, cut into 6 wedges, arrange 3 wedges overlapping each other behind chicken, as illustrated.

Sauce: Pool Sweet and Sour Sauce in front of chicken, sprinkle with sliced scallions.

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Nappa Cabbage Stir-Fry

Ingredients & Method

Ingredients

Yield: 12 portions

Cabbage Nappa or other white cabbage cut into 1/2 inch chunks	3 lbs.
Kraft vegetable oil	1/2 cup
Sesame oil	1 Tbsp.
Fresh ginger, chopped	1 Tbsp.
Fresh garlic, chopped	1 Tbsp.
Scallions, chopped, bottoms only	2 Tbsp.
Carrots, julienne	2 cups
Hot chili paste (optional)	1/2 Tbsp.
Green onion tops	1 cup
Mushroom soy sauce	1 Tbsp.

Method

1. Heat large sautoir on high heat.
2. Add oils
3. Add ginger, garlic, and scallions.
4. Cook for 1-1/2 minutes to develop flavor.
5. Add carrots and cook for 1 minute longer.
6. Add cabbage and cook until al dente.
7. Add chili paste.
8. Stir once more and remove from heat, taste and adjust seasoning.

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Toasted Boboli Sesame Triangles

Ingredients & Method

Method:

Yield: 12 Portions

Boboli , 6 inch.	4 ea.
Kraft vegetable oil	1/2 cup
Sesame seeds	2 Tbsp.

Method

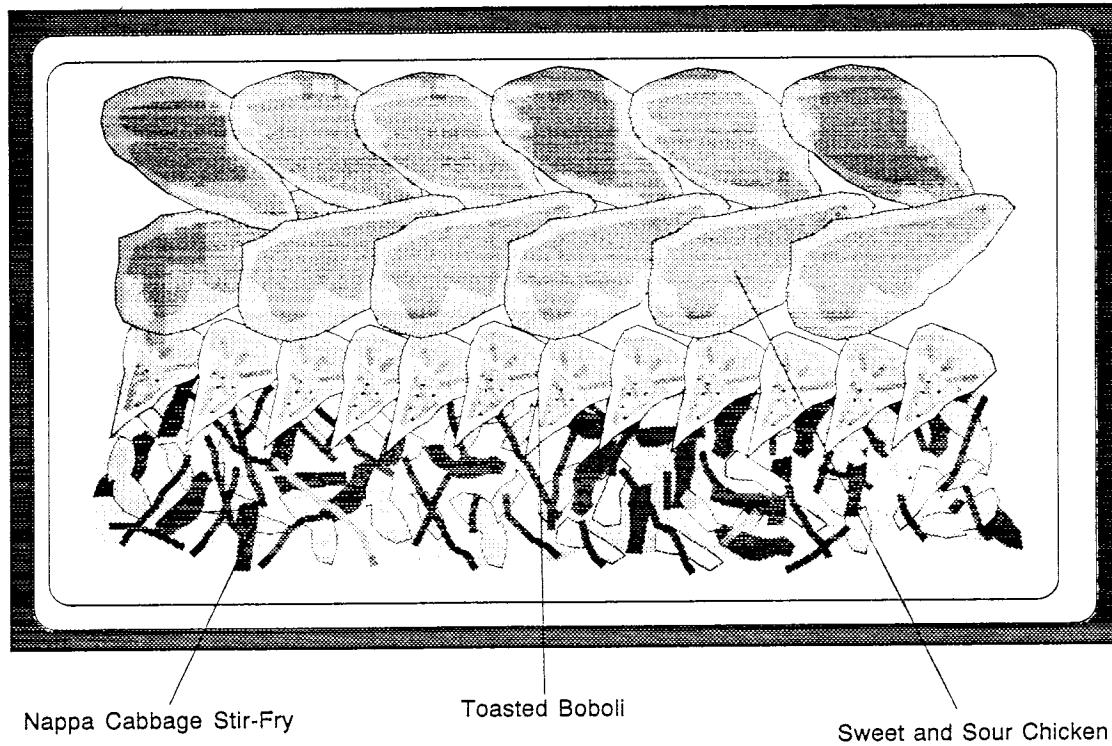
1. Split boboli carefully.
2. Drizzle top and bottom of boboli with oil.
3. Sprinkle with sesame seeds.
4. Cut each 6 inch disc into 8 wedges.
5. Place on sheet pan and toast in oven at 350°F until crisp, reserve.

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Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

Chafing Dish Presentation for 12 portions



Hotel pan showing presentation

Hotel Pan Description:

Sweet and Sour Chicken: Prepare according to recipe, arrange in two overlapping rows down the length of the hotel pan, as illustrated.

Nappa Cabbage Stir-Fry: Prepare according to recipe, arrange down the length of the hotel pan next to the chicken.

Toasted Boboli: Prepare according to recipe, arrange in one overlapping row down the length of the hotel pan, next to the chicken, on top of cabbage (add the boboli to the presentation just before service to prevent loss of crispness)

Sweet and Sour Sauce: Present in a sauce boat, place next to the chafing dish

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Desserts

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*Lemon Cheese Tarts
with Berries*

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Lemon Cheese Tarts with Berries and Citrus Sauces

Components & Serving Method

Components:

1 plate

Cheesecake wedges (recipe to follow)	3 ea.
Lime sauce (recipe to follow)	1/2 oz.
Lemon sauce (recipe to follow)	1/2 oz.
Lime confit (recipe to follow)	3 pieces
Lemon confit (recipe to follow)	3 pieces
Raspberries or blackberries (21 ea.)	2-1/4 oz.
Powdered sugar	as needed

Method of serving dessert:

1. Arrange cheesecake wedges on plate
2. Pool lime sauce in center of plate
3. Pool lemon sauce around lime sauce.
4. Arrange berries on cheesecake wedges.
5. Add confit of lemon and lime to sauces.
6. Sprinkle edges of cheesecake with powdered sugar.

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Cheesecake

Ingredients & Method

Ingredients:

Yield: 36 wedges / 9 tarts

Cookie crust (recipe to follow)	2 oz.
Cheesecake:	
Milk	8 oz.
JELL-O cheese cake	8 oz.
Lemon, grated	2 tsp.
Lemon juice	1-1/2 oz.
Cool Whip	8 oz.

Method:

1. Carefully roll out Hazelnut cookie crust, line 6" tart pans, pre-bake in a 350°F oven until done, cool.
2. To make cheesecake; combine milk, **JELL-O** cheesecake, grated lemon and lemon juice, whip for 3 minutes, scraping sides of bowl.
3. Fold in **Cool Whip**.
4. Fill pre-baked cooled tarts, chill until set, cut each tart into four pieces (each portion will need 3 wedges).

Hazelnut Crust

Ingredients & Method

Ingredients:

Yield: 9 tarts

Butter	12 oz.
Sugar	9 oz.
Hazelnuts, fine ground	8 oz.
Fine cake crumbs	2 oz.
Egg	1 ea.
Egg yolk	1 ea.
Cake flour	15 oz.
Cinnamon	1/8 tsp.
Vanilla	1/4 tsp.
Calumet Baking Powder	1/8 tsp.

Method:

1. Cream butter and sugar.
2. Add egg, egg yolk, and dry ingredients, mix until combined.
3. Refrigerate, before using.

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Lime Sauce

Ingredients & Method

Ingredients:**Yield:** 12 servings

Water	8 oz.
Lime JELL-O	2 oz.
Lime juice	1/4 oz.
Lime syrup	1/4 oz.

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add lime juice and lime syrup, stir in, cool to 80°F and use when sauce starts to thicken

Lemon Sauce

Ingredients & Method

Ingredients:**Yield:** 12 portions

Milk	10 oz.
JELL-O Lemon pudding	1-1/4 oz.
Lemon, grated	1/4 tsp.
Lemon syrup	1 oz.

Method:

1. Combine all ingredients, whip for 3 minutes.

2040991145

Simple Syrup

Ingredients & Method

Ingredients:

Yield: 18 oz.

Water	8 oz.
Sugar	8 oz.
Lemon zest	1 oz.
Lime zest	1 oz.

Method:

1. Combine all ingredients, bring to a boil.
2. Store in the refrigerator.

Lime and Lemon Confit with syrup

Method

Method:

1. Blanch lime and lemon zest separately in water, drain.
2. Poach zest in simple syrup separately until tender, do not boil.
3. Store in refrigerator.

Use syrup for flavoring, use zest for decorating

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2040991147

Lemon Cheese Tarts with Berries and Citrus Sauces

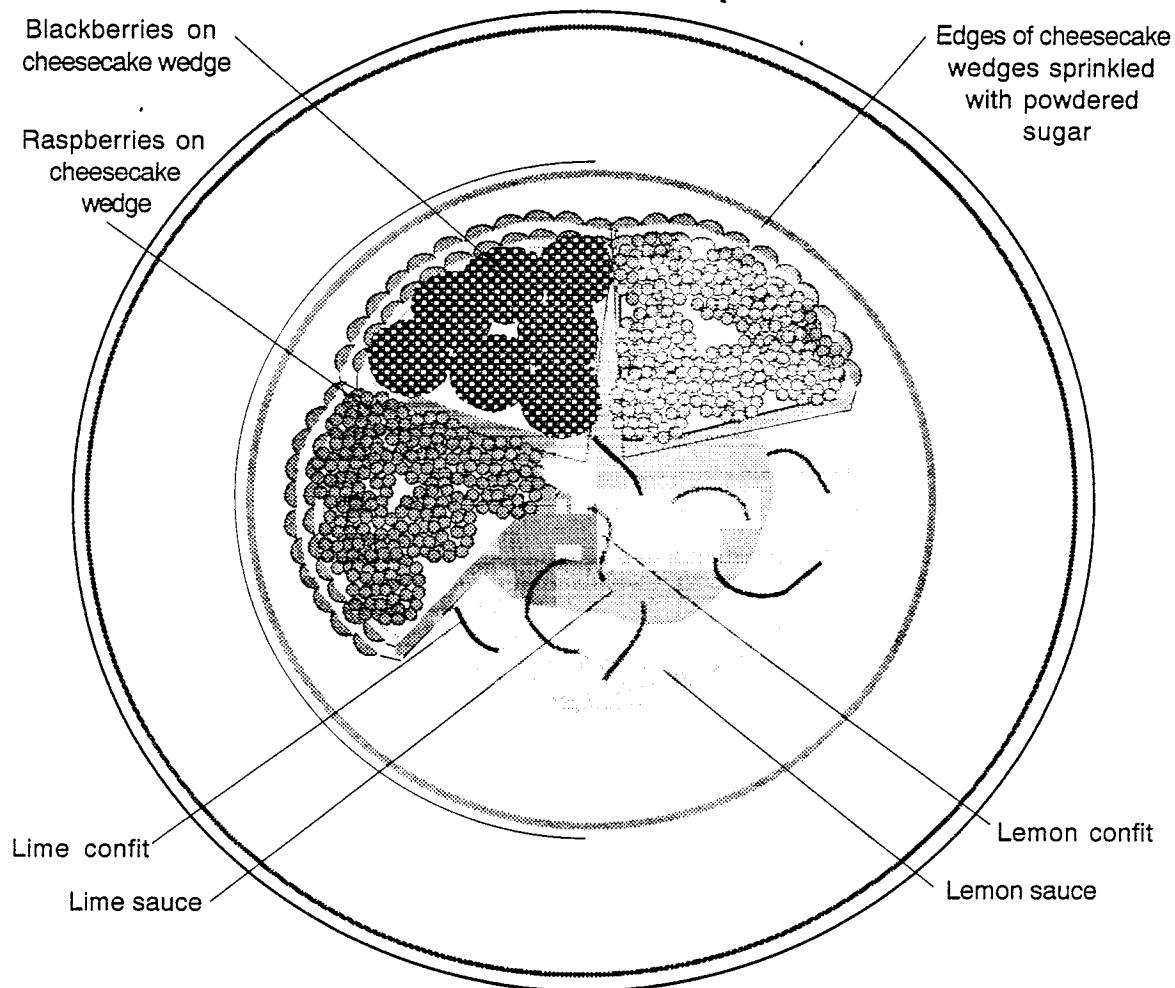


Plate Description:

Dessert: Cheesecake wedges with raspberries and blackberries on top according to recipe

Lemon sauce with lemon confit according to recipe
Lime sauce with lime confit according to recipe

Garnish: Sauces with confit

Method of Serving:

- Arrange cheesecake wedges on plate
- Pool lime sauce in center of plate
- Pool lemon sauce around lime sauce
- Arrange berries on cheesecake wedges
- Add confit of lemon and lime to sauce
- Sprinkle edges of cheesecake wedges with powdered sugar

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*Lime and
Strawberry Gelee*

2040991150

Lime and Strawberry Gelee

Components & Method

Components:

Yield: 1 plate

Lime gelee (recipe to follow)	3 oz.
Strawberry gelee (recipe to follow)	2 oz.
Caramel almond crisp (recipe to follow)	2 each
Strawberry salsa (recipe to follow)	1 oz.
Powdered sugar	as needed

Method of serving dessert:

1. Fill the bottom of a white wine glass with 1 oz. of lime gelee, allow to set.
2. For the next layer add 1 oz. of strawberry gelee, allow to set.
3. Repeat this process, with a layer of lime gelee, strawberry gelee and a final layer of lime gelee, chilling between each layer.
4. Spoon 1oz. of strawberry salsa on the top of each dessert.
5. To arrange dessert; place wine glass on paper doily on plate.
6. Arrange 2 caramel almond crisps on edge of plate.

2040991151

Lime Gelee

Ingredients & Method

Ingredients: **Yield:** 12 servings

Water	12 oz.
Lime JELL-O	6 oz.
Knudsen Yogurt	18 oz.

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add Knudsen yogurt, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Gelee

Ingredients & Method

Ingredients: **Yield:** 12 portions

Water	10 oz.
Strawberry JELL-O	5 oz.
Strawberry puree	10 oz.

Method:

1. Heat water, add strawberry **JELL-O** and dissolve.
2. Add strawberry puree, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

2040991152

Strawberry Salsa

Ingredients & Method

Ingredients:**Yield:** 12 portions

Fresh strawberries, chopped	6 oz.
Lime confit, julienne (recipe included with lemon cheese tarts)	1/4 oz.
Lime syrup	2 oz.
Tequila	2 oz.
Strawberry puree 10%	2 oz.

Method:

1. Combine all ingredients, mix together.

Caramel Almond Crisps

Ingredients & Method

Ingredients:**Yield:** 24 each

Kraft Caramel Cubes	24 ea.
Almonds, slivered	2 oz.

Method:

1. Roll out **Kraft caramel cubes** to 3-1/2", place almonds on top.
2. Bake in a 325°F oven until well browned, cool slightly.
3. While still warm, shape over mold, store in an airtight container.

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Lime and Strawberry Gelee with Caramel Almond Crisps

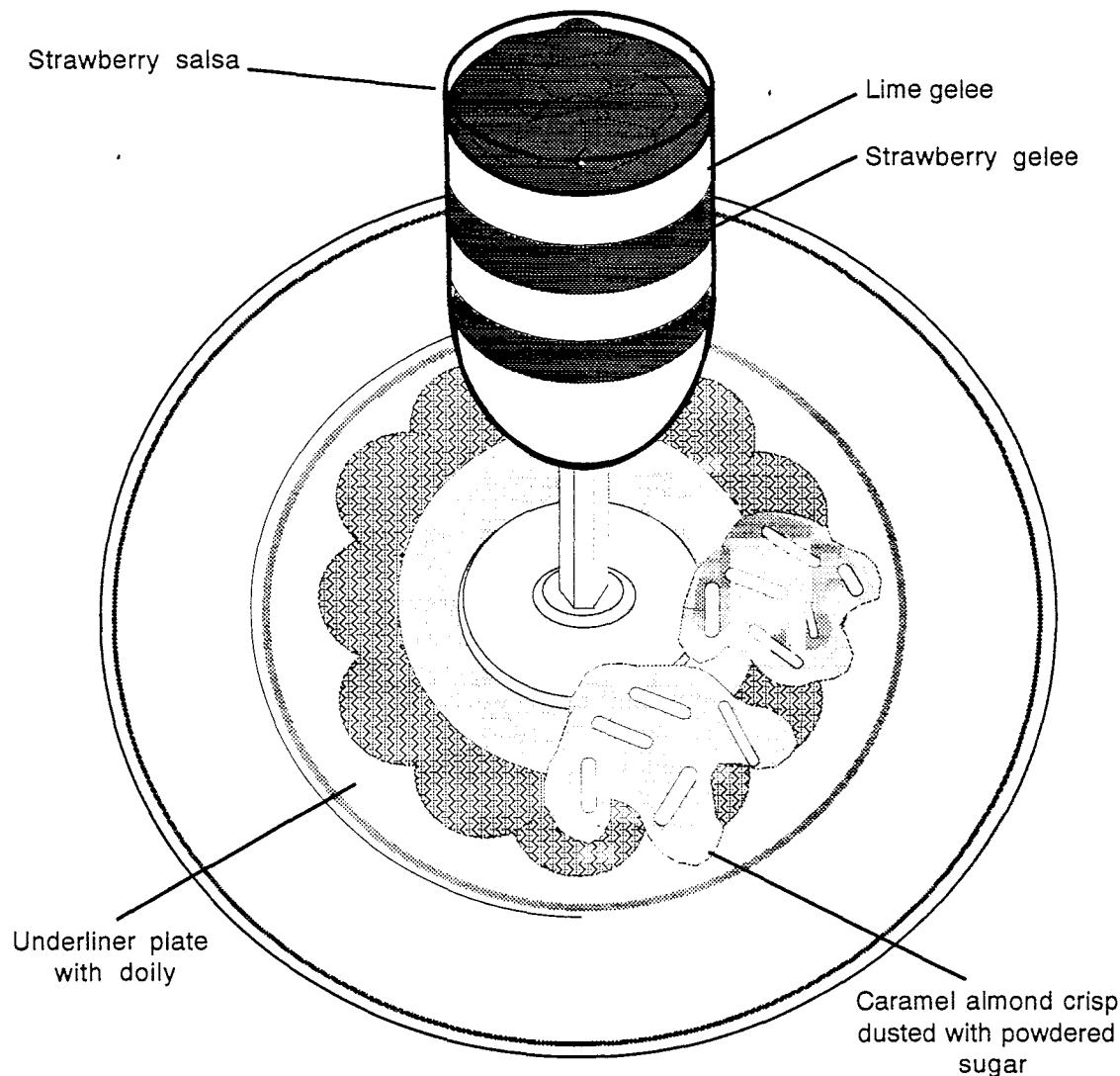


Plate Description:

Dessert: Lime gelee, strawberry gelee, strawberry salsa according to recipe

Garnish: Caramel almond crisp dusted with powdered sugar

Method of Serving: Wine glass filled in the following order:

- First layer from bottom lime gelee
- Second layer strawberry gelee
- Third layer lime gelee
- Fourth layer strawberry gelee
- Fifth layer lime gelee
- Top layer strawberry salsa

Place two caramel almond crisps on the underliner

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*Chocolate Flousse with
Cherry Mousse*



Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee

Components & Method

Components:

Yield: 12 portions

Chocolate mousse (recipe to follow)	1 portion
Meringue (recipe to follow)	1 portion
Lemon gelee	2 oz.
Fresh fruit (in season)	2 oz.
Toasted sliced almonds	3 slices

Method of serving dessert:

1. Place fruit in soup plate, allow room in the center for the chocolate mouse.
2. Pour lemon gelee over the fruit and allow to set in the refrigerator.
3. Place chocolate mousse in center of the plate.
4. Place meringue on top of chocolate mousse.
5. Arrange 3 slices of toasted almond on top of meringue.

2040991157

Chocolate Mousse

Ingredients & Method

Ingredients:

Yield: 12 portions

Chocolate Whip N' Chill Mousse	10 oz.
Milk	5 oz.
Vanilla bean, scraped out	1/4 tsp.
Cool Whip	6 oz.
Chocolate, grated	3 oz.
Rum, dark	2 tsp.

Method:

1. Combine chocolate **Whip N' Chill**, milk, vanilla bean, whip for 10 minutes
2. Fold in **Cool Whip**, grated chocolate and rum.
3. Fill into molds, (2" diameter x 1-1/2" high), freeze.
4. Unmold just before service by dipping mold in hot water for a few seconds, then turn mold over, tap edge and drop mousse onto tray, refreeze if necessary, remove to plate when needed.

Seringue

Ingredients & Method

Ingredients:

Yield: 12 portions

Egg whites	4 ea.
Sugar	3 oz.
Vanilla, extract	1/8 tsp.

Method:

1. Combine egg whites and sugar, whip until stiff peaks, add vanilla.
2. Spread meringue 3/4" thick on parchment paper on a sheet pan.
3. Bake in a 350°F oven until browned, (do not let meringue rise).
4. Cool, cut with 2" cutter.

2040991158

Lemon Gelee

Ingredients & Method

Ingredients:**Yield: 12 portions**

Lemon JELL-O	4 oz.
Wine	12 oz.
Orange juice	12 oz.
Mixed fresh fruit	24 oz.

Method:

1. Heat wine and orange juice.
2. Pour over Lemon JELL-O and dissolve.
3. Cool to 80°F and pour over arranged fresh fruit, chill.

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Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee

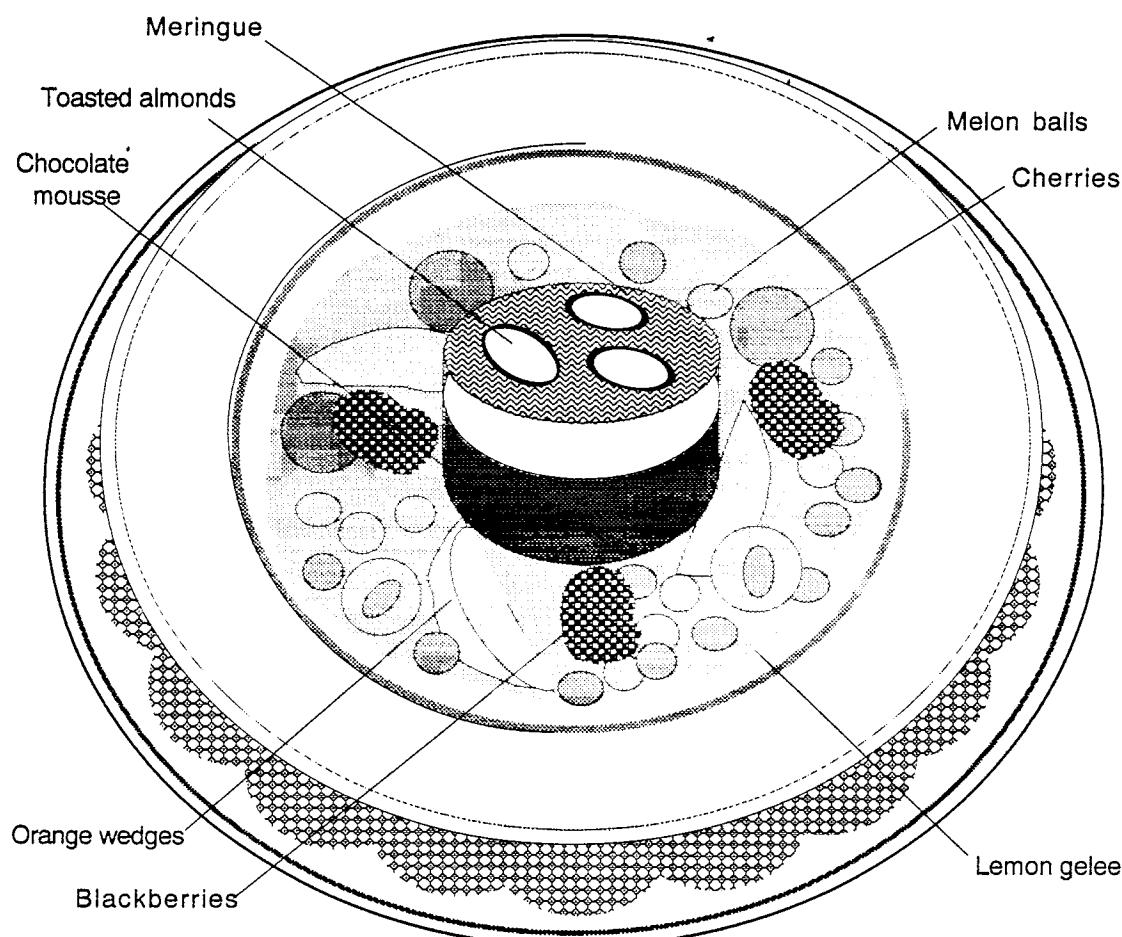


Plate Description:

Dessert:

Chocolate mousse with meringue hat with toasted almonds according to recipe

Lemon gelee according to recipe

Garnish:

Fresh fruit arranged in lemon gelee

Method of Serving:

- Place fruit in soup plate allow room in center for mousse
- Pour lemon gelee over fruit, allow to set in refrigerator
- Place chocolate mousse in center of plate
- Place meringue on top of chocolate mousse
- Decorate top of meringue with toasted almonds

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Mines (Okinawa)

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COMPARISON

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CHURCH WELFARE

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Deli Menu Suggestions

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*Luncheon Menu
Suggestions*

Cotto Salami and Luzzati Provolone Cheese Plate	5
Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce	9
Fruit, Cheese, and Cold Cut Plate with Waldorf Salad and French Croutons	15
Roast Beef with Mixed Greens, European Salad and Slaw	21
Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese	27
Mexican Pizza with Smoked Turkey and Cobb Salad	31
Cold Cut and Cheese Platters for 12 or 36	37

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Cotto Salami
& Luzzati Provolone
Cheese Plate

Cotto Salami and Luzzati Provolone Cheese Plate

Ingredients & Method

Ingredients:

Yield: 1 plate

Cotto salami	3 oz
Luzzati provolone cheese	2 oz.
Plum tomato, sliced	1 oz.
Red onion, thinly sliced	3/4 oz.
Mixed greens	3/4 oz.
Royal pepperoncine	1 each
Royal black olives	2 each
Lender's onion bagel	1 each
Kraft golden Italian	1 tsp.

Method:

1. Split bagel and slice in half.
2. Slice each half-bagel in half again.
3. Arrange the four half-slices of the bagel around the plate, forming a circle, the cut side of the bagel facing down
4. Arrange slices of salami on top of bagels; next arrange the provolone, thinly sliced onions, sliced plum tomatoes, pepperoncine, and finally tossed mixed greens.

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Cotto Salami and Luzzati Provolone Cheese Plate

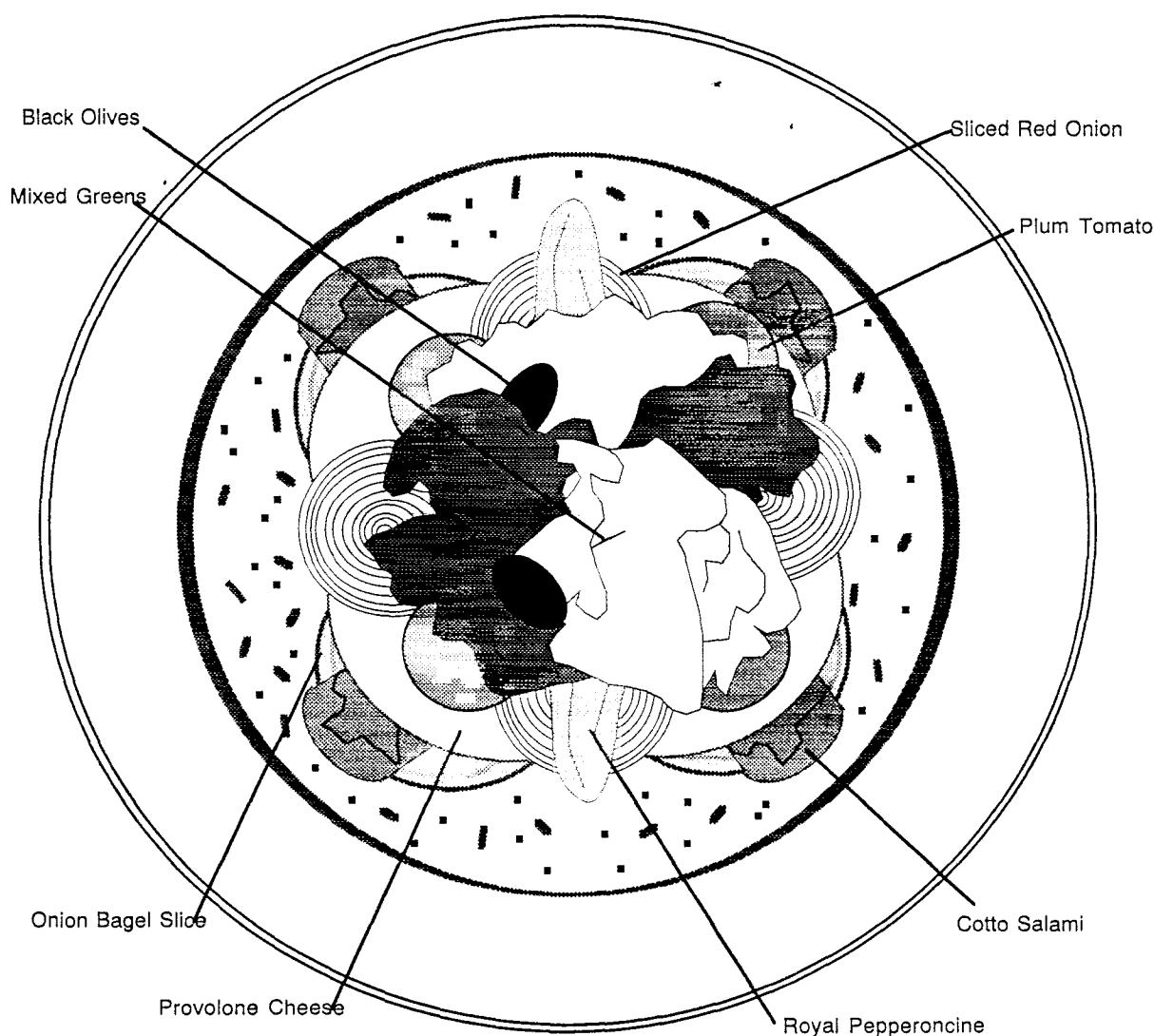


Plate Description:

Bagel Slice: Lender's onion bagel sliced horizontally in four segments

Cotto Salami: 4 slices totaling 3 ounces, each slice rolled up, placed on bagel

Provolone Cheese: 4 slices Luzzati cheese, totaling 2 ounces, left flat, placed on top of salami

Red Onion: 4 slices, approximately 1/8" thick, placed on top of cheese

Plum Tomato: 4 slices, approximately 1/8" thick, placed on top of cheese

Pepperoncine: 1 each Royal Pepperoncini, split, arranged on top of onions

Mixed Greens: Cleaned, tossed in Kraft golden italian dressing, arranged on top

Olives: 2 each Royal black olives , scattered on top

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*Smoked Turkey Plate
with Mixed Greens, Cornbread
and Cranberry Sauce*

2040991172

Smoked Turkey Plate with Mixed Greens, Cornbread and Cranberry Sauce

Ingredients & Method

Ingredients:

Yield: 1 plate

Mixed greens	3/4 oz.
Oscar Mayer regular layer bacon	3/4 oz.
Corn muffin (recipe to follow)	1 each
Oscar Mayer Hickory Smoked Turkey Breast	4 oz.
Cranberry sauce (recipe to follow)	2 oz.
Dried fruit compote (recipe to follow)	1/2 oz.

Method:

1. Cut muffin horizontally into thirds and fan on plate
2. Arrange sliced turkey on top of muffin.
3. Place seasoned mixed greens, bacon bits and dried fruit compote as depicted in picture.
4. Add cranberry sauce and garnish with dried cranberries.

2040991173

Cornbread

Ingredients and Method

Ingredients:

Yield: 2 dozen

Oscar Mayer Breakfast Sausage	1#
Sugar	1#
Salt	2 Tbsp.
Eggs	4 each
Milk	2 cup
Orange extract	1 Tbsp.
All-Purpose flour	18 oz.
Yellow cornmeal	8 oz.
Calumet baking powder	1 1/2 oz.
Oil	10 oz.

Method:

1. Mix together eggs, sugar, orange extract and milk.
2. Mix together separately, flour, cornmeal, salt and baking powder.
3. Incorporate wet ingredients into flour mixture 1/3 at a time, mixing well.
4. Fold in breakfast sausage.
5. Add oil and mix well.
6. Grease muffin tins or molds.
7. Fill tins or molds 2/3 full.
8. Bake at 375 degrees F for 12-15 minutes or until skewer inserted comes out clean.

Note: For breakfast sausage if pre cooked slice and add, if not pre cooked cook, slice and chill.

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Cranberry Sauce

Ingredients & Method

Ingredients:

Yield: 24 servings

Cranberries	2 #
Lemon, juice	1 each
Sugar	1 #
Grenadine syrup	2 Tbsp.
Kraft Cranberry Juice Cocktail	2 cup

Method:

1. Place cranberries in a saucepot with lemon juice, grenadine and sugar.
2. Cover with water and bring to a boil. Cook until cranberries are soft (approximately 20 minutes).
3. Strain and remove seeds and chill.
4. The amount of sugar may be increased if a sweeter end product is desired.

Dried Fruit Compote

Ingredients & Method

Ingredients:

Yield: 24 portions

Dried cherries	1 cup
Dried cranberries	1 cup
Dried apricots	1 cup
Dried raisins	1 cup
Sugar	2 cups
Sherry vinegar	1 cup
Orange juice and zest	1 each
Fresh brewed tea (one tea bag, one cup water)	1 cup

Method:

1. Combine all ingredients, bring to a boil.
2. Simmer for 15 minutes.

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Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce

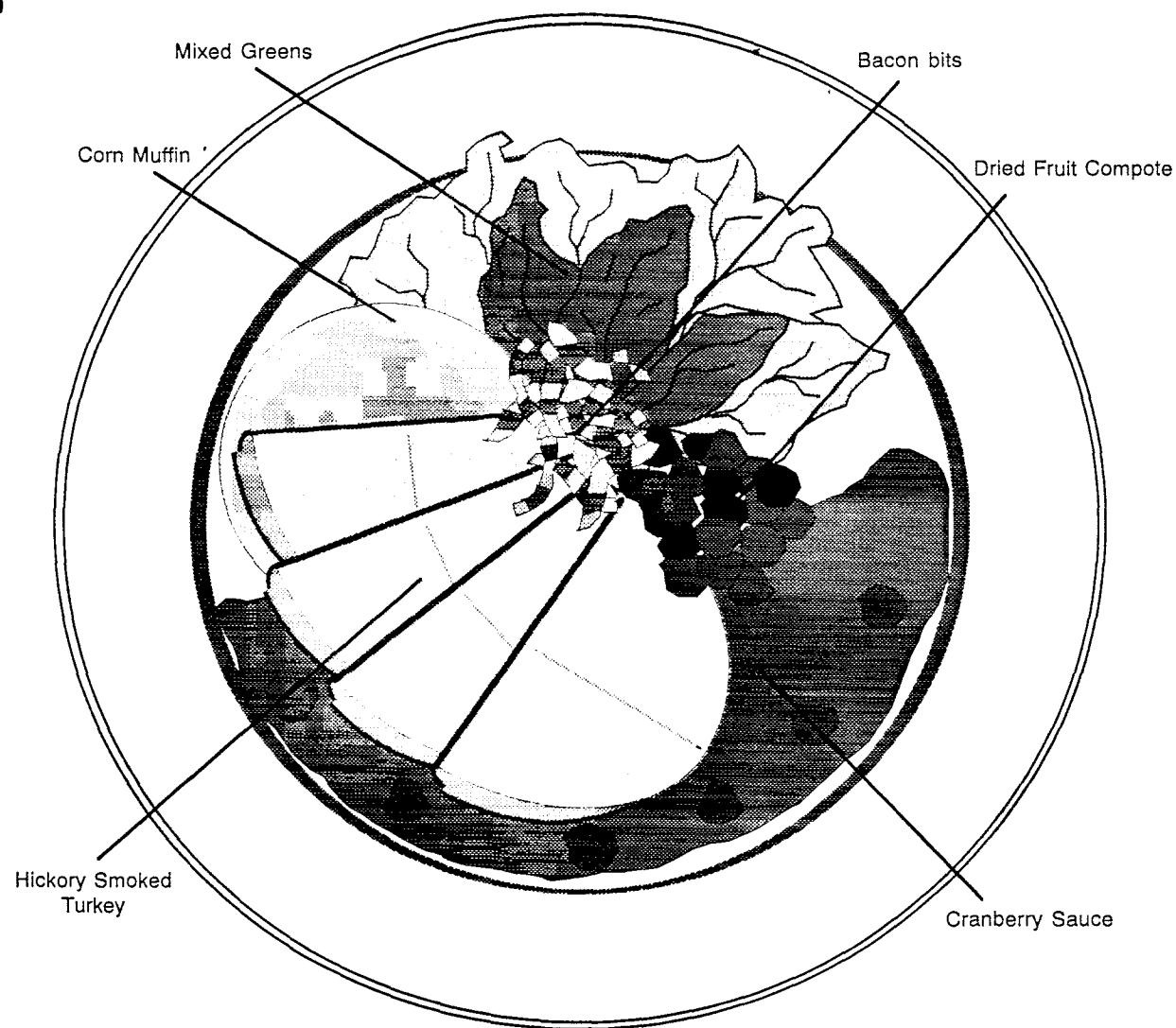


Plate Description:

Corn Muffin: According to recipe, sliced into thirds, arranged in a fan on plate

Smoked Turkey Breast: 4 ounces, sliced Oscar Mayer Hickory Smoked Turkey Breast, folded, arranged in a fan on top of the corn muffins

Cranberry Sauce: Pooled on bottom of plate, whole cranberries arranged in sauce for garnish

Mixed Greens: Cleaned, dipped in vinaigrette dressing, arranged on plate

Dried Fruit Compote: Arranged on plate

Bacon Bits: Crisp julienne of Oscar Mayer Regular Layer Bacon, arranged next to compote

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*Fruit, Cheese, and
Cold Cut Plate with
Waldorf Salad and
French Croutons*

2040991178

Fruit, Cheese, and Cold Cut Plate with Waldorf Salad and French Croutons

Ingredients & Method

Ingredients:

Yield: 1 plate

Oscar Mayer hickory smoked turkey breast	3/4 oz.
Jubilee ham	3/4 oz.
Oscar Mayer top round	3/4 oz.
Mohawk sharp cheddar	1/2 oz.
Kraft brie	2 oz.
Polly-O fresh mozzarella	1 1/2 oz.
Mint honey vinaigrette (recipe to follow)	
Poach pear (recipe to follow)	
Mache	1/2 oz.
Kraft pourable bleu cheese dressing	1 tsp.
Waldorf salad (recipe to follow)	
French bread croutons 5 each	
Grapes	2 oz.

Method:

1. Place mache flavored with Kraft bleu cheese dressing on plate as in picture.
2. Arrange toasted croutons on plate followed with sliced meats, Brie cheese, seasoned mozzarella cheese, grapes and poached pear.
3. Arrange Waldorf salad in center of plate.
4. Add cheddar cheese.

2040991179

Mint Honey Vinaigrette

Ingredients & Method

Ingredients:

Yield: 1 qt.

Honey	2 Tbsp.
Mint, fresh	1 bunch
Apple cider vinegar	1 cup
Salad oil	3 cups

Method:

1. Add honey and chopped mint to vinegar.
2. Slowly add oil to seasoned vinegar while beating with a wire whisk.
3. Coat sliced Polly-O fresh mozzarella with mixture.

Waldorf Salad

Ingredients & Method

Ingredients:

Yield: 24 servings

Apples	2#
Celeriac, blanched	8 oz.
Walnuts, toasted	2 oz.
Kraft Mayonnaise	1/2 cup
Sour cream or whipped cream	1/2 cup
Lemon, juice	2 each
Salt	2/3 tsp.

Method:

1. Dice apples, celeriac and walnuts.
2. Combine mayonnaise, sour cream or whipped cream.
3. Add lemon juice.
4. Blend all ingredients together.

2040991180

Poached Pears

Ingredients & Method

Ingredients:

Yield: 24 servings

Port wine	1/2 qt.
Water	1/2 qt.
Sugar	4-6 oz.
Cinnamon stick	2 sticks
Cloves	2 each
Orange zest	1 piece
Pears	6 each

Method:

1. Combine the wine, water, sugar, cinnamon, clove and orange zest in a small rondeau and bring to a simmer.
2. Add the pears and return the mixture to a simmer.
The pears should be completely submerged in the poaching liquid. If not, add more water to cover, continue to simmer the fruit gently for 10 to 12 minutes.
3. Remove the pears from the poaching liquid, peel them, cut into quarters.
4. Store in poaching liquid.

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Fruit, Cheese and Cold Cut Plate with Waldorf Salad and French Croutons

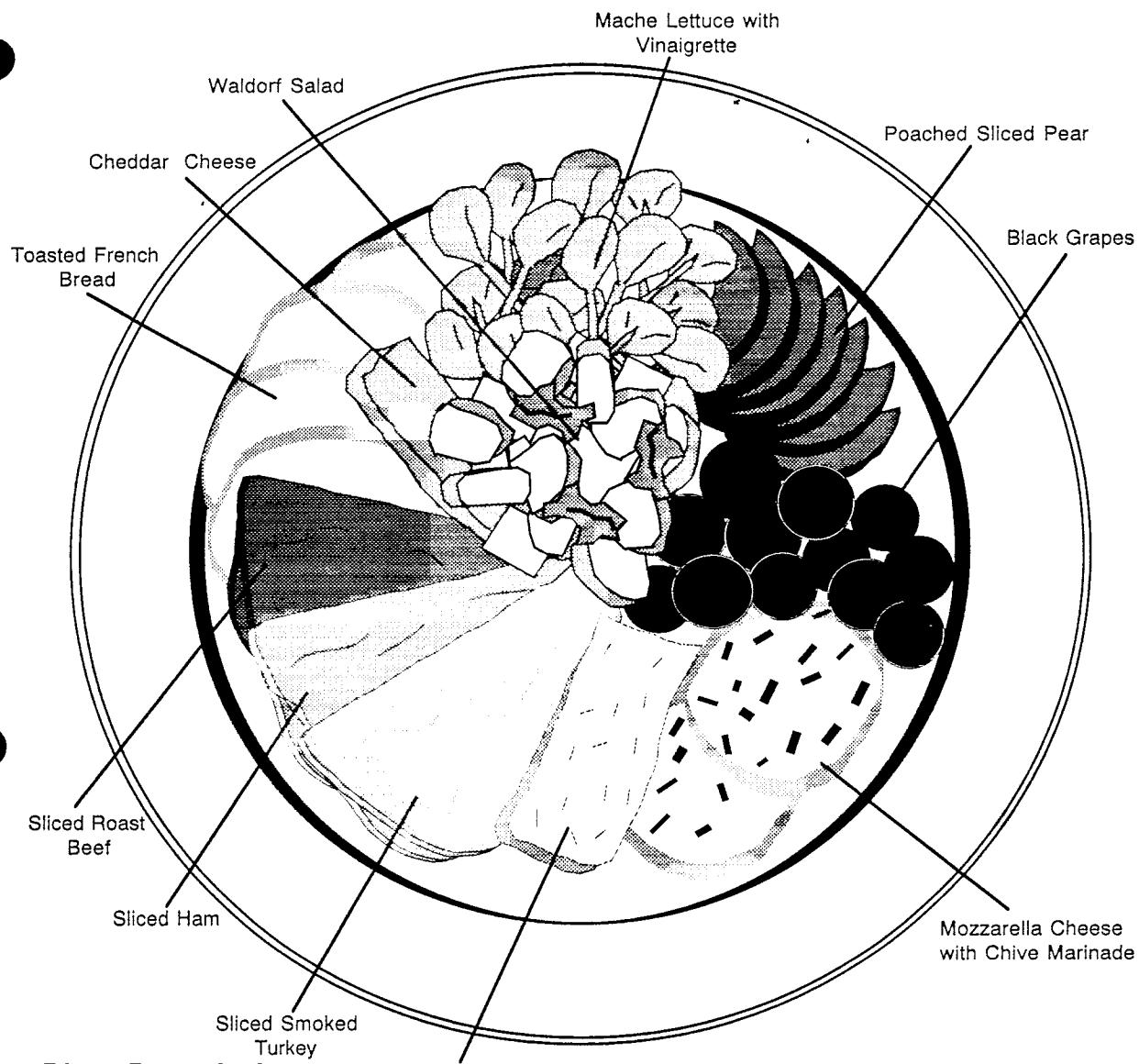


Plate Description:

Mache Lettuce: Lettuce is cleaned, tough ends removed, dipped in vinaigrette flavored with Kraft bleu cheese dressing and plated

Poached Sliced Pear: One-half pear poached in red wine and spices, chilled, sliced

Black Grapes: Small bunch, washed and plated

Cheese: Two slices fresh mozzarella, marinated in chive vinaigrette

Brie and Cheddar Cheese: 1 slice each of Mohawk sharp cheddar and Kraft brie, approx. 2-1/2 oz. each

Toasted French Bread: 4 slices, toasted until golden brown

Sliced Meats: 1 slice of each, Oscar Mayer meats, Jubilee ham, folded in half, arranged on plate overlapping each other

Waldorf Salad: Apples, celery, walnuts and mayonnaise dressing, tossed together and arranged in the center of the plate

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*Roast Beef Plate
with Mixed Greens,
European Potato Salad
and Slaw*

2040991184

Roast Beef Plate with Mixed Greens, European Potato Salad and Slaw Ingredients & Methods

Ingredients:

Yield: 1 plate

Oscar Mayer select top round	3 1/2 oz
Potato salad (recipe to follow)	1 1/2 oz.
Cole slaw (recipe to follow)	2 oz.
Prestige sweet cherry peppers	1 each
Prestige gherkins	2 each
Prestige sweet pickles	2 each
Mixed greens	3/4 oz.
Kraft Russian dressing	1 oz.
Kraft Thousand Island dressing	2 oz.
Rye bread, cut diagonally in half	2 slices

Method:

1. Toss mixed greens in 1 oz. Russian dressing.
2. Arrange seasoned mixed greens on plate.
3. Fan sliced rye bread.
4. Arrange slices of roast beef on top of bread.
5. Add cole slaw, potato salad and pickles as shown in picture.

2040991185

European Potato Salad

Ingredients & Method

Ingredients:

Yield: 24 portions

Potatoes, cooked, peeled and sliced	3#
Onions, fine diced	5 oz.
Red vinegar	3 oz.
Beef broth	8 oz.
Prepared mustard	to taste
Salt and pepper	to taste
Sugar	to taste
Vegetable oil	to taste
Parsley and chives, chopped	1 Tbsp.

Method:

1. Combine the onions, vinegar and broth, bring the mixture to a boil, add mustard, salt, pepper, sugar, keep hot, add oil and immediately pour the dressing over the potatoes.
2. Sprinkle the potato salad with parsley and chives and serve at room temperature.

2040991186

Cole Slaw

Ingredients & Method

Ingredients:

Green cabbage, sliced very thin
Red cabbage, sliced very thin
Carrots, shredded
Green bell peppers, small dice
Celery, small dice
Kraft cole slaw dressing

Yield: Approximately 24 servings

1 head
1/4 head
1/4 #
1 each
1 ribs
1 cups

Method:

1. Add vegetable ingredients to dressing and mix well.

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Roast Beef with Mixed Greens, European Salad and Slaw

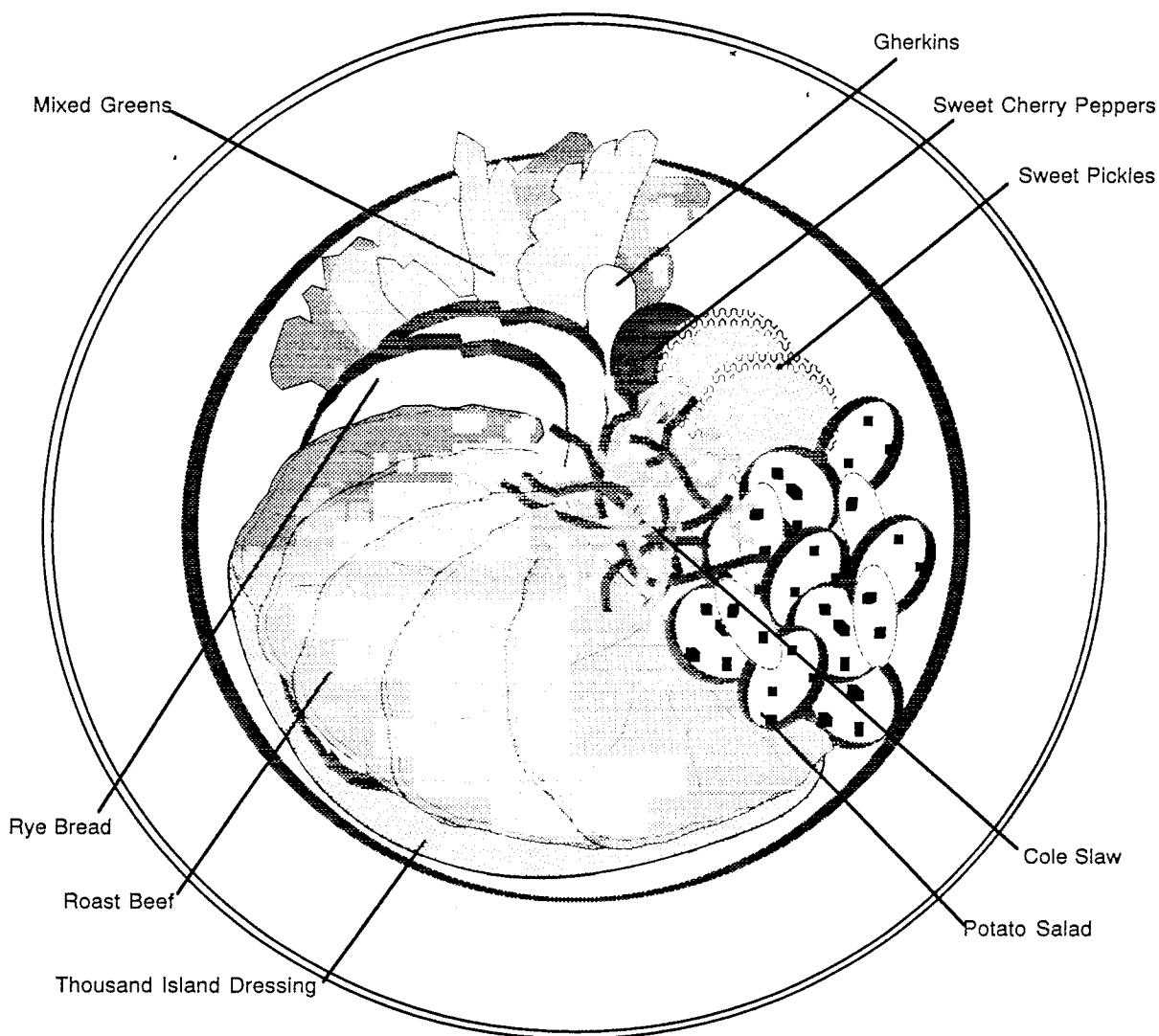


Plate Description:

Rye Bread:	Cut diagonally in half, fanned on plate
Thousand Island Dressing:	Kraft dressing pooled on bottom of plate
Roast Beef:	Oscar Mayer select top round, arranged on top of rye bread
Cole Slaw:	According to enclosed recipe, arranged in center of plate
Potato Salad:	According to enclosed recipe, arranged next to cole slaw
Mixed Greens:	Cleaned, tossed in Kraft Russian Dressing, arranged on plate
Sweet Cherry Pepper:	Prestige brand, arranged next to tossed salad
Gherkins:	Prestige brand, arranged next to cherry pepper
Sweet Pickles:	Prestige brand, slices, arranged next to gherkins

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*Ham and Swiss on a
Pumpernickel-Raisin Bagel
with Sliced Greens,
Walnuts and Bleu Cheese*

2040991190

Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese

Ingredients & Method

Ingredients:

Yield: 1 plate

Jubilee buffet ham	3 1/2 oz.
Red seedless grapes	5 each
Kraft Swiss sandwich cuts	1 oz.
Kraft bleu cheese wheel	1/4 oz.
Walnuts	1/8 oz.
Mixed greens	3/4 oz.
Pear, fresh, julienne	1/4 pear
Kraft Rancher's Choice Dressing	1 oz.
Lender's pumpernickel-raisin bagel	1 ea.

Method:

1. Place mixed greens on plate.
2. Slice bagel horizontally in four slices and toast the slices.
3. Arrange toasted bagel slices in a circular fashion on plate cut side down.
4. Alternately arrange slice of ham and cheese over top of the bagel slices.
5. Add julienne of fresh pear, crumbled bleu cheese, red grapes, walnuts and arrange on plate as in picture.
6. Add Kraft Rancher's Choice Dressing.

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Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese

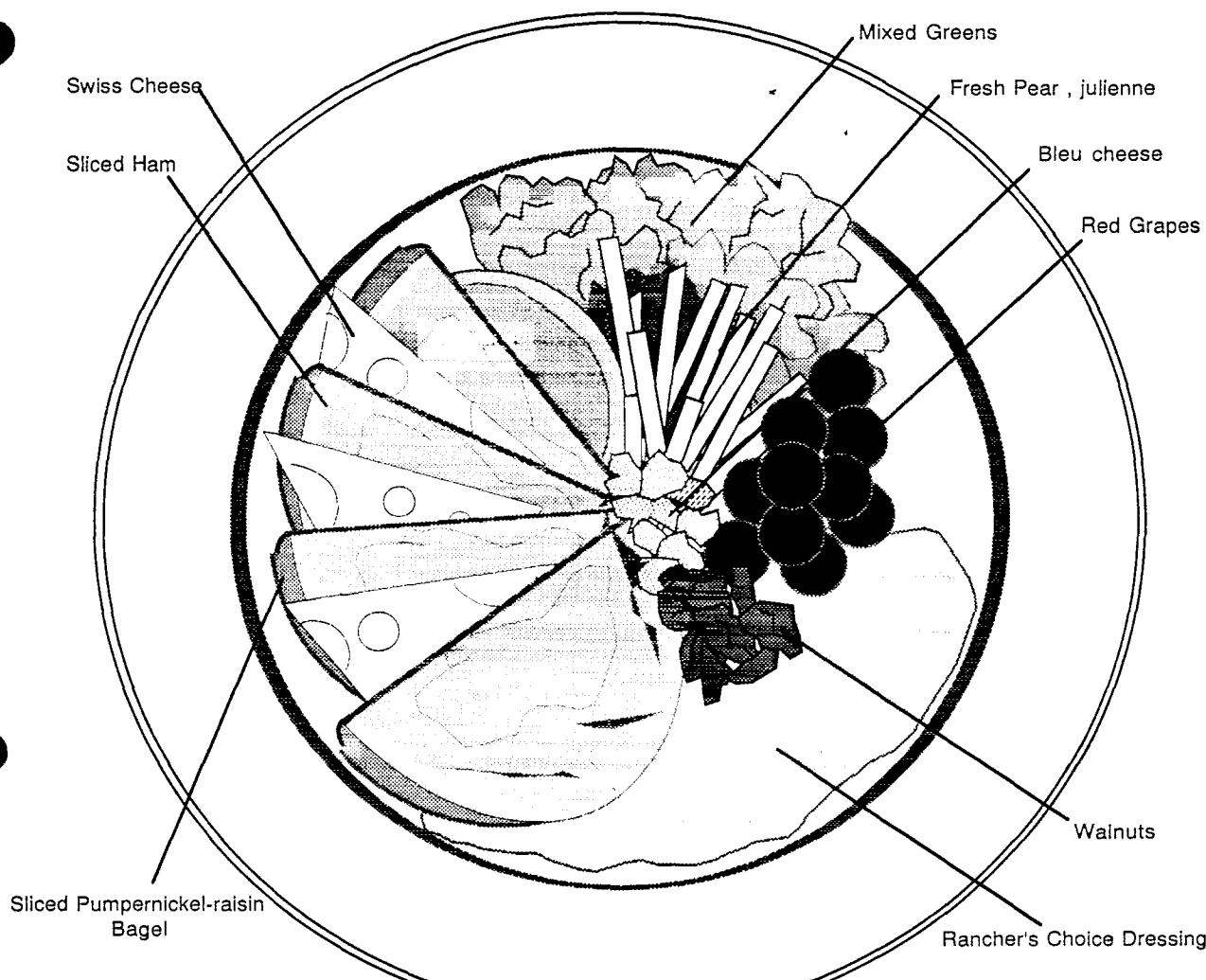


Plate Description:

Pumpernickel-raisin Bagel: Lender's Bagel sliced horizontally in four slices, toasted, arranged in circular fan, cut side down

Ham: Alternated with Kraft SwissSandwic- Cut cheese, 1 ounce

Swiss Cheese: Alternated with Jubilee Buffet Sliced Ham, 3-1/2 ounce

Rancher's Choice Dressing: Kraft dressing pooled on bottom of plate

Mixed Greens: Cleaned, arranged on plate

Pear Julienne: Fresh pear, cut julienne, arranged on top of greens

Red Grapes: A small cluster, arranged next to pear

Bleu Cheese: Kraft Bleu Cheese, arranged in a small pile in the center of the plate

Walnuts: Arranged next to cheese

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*Mexican Pizza with
Smoked Turkey
and Cobb Salad*

2040991194

Mexican Pizza with Smoked Turkey and Cobb Salad

Ingredients & Method

Ingredients:

Yield: 1 plate

Boboli 6"	1 each
Salsa (recipe to follow)	4 oz.
Oscar Mayer Smoked Turkey, julienne	3 oz.
Kraft cheddar cheese, shredded	1 1/2 oz.
Kraft Monterey Jack cheese, shredded	1 1/2 oz.
Royal black olives, sliced	2 each
Cobb salad (recipe to follow)	

Method:

1. Thaw boboli according to manufacturer's directions.
2. Prepare salsa.
3. Arrange salsa, julienne of turkey, shredded cheese and olives on top of boboli.
4. Bake until crusts are crisp in preheated 450 degree oven for 7-10 minutes.
5. Arrange separate ingredients for Cobb Salad as shown in picture.

2040991195

Salsa Cru

Ingredients & Method

Ingredients:**Yield: 24 portions**

Tomato, concassed	12 each
Scallions, sliced	12 each
Garlic, minced	3 each
Cilantro, chopped	15 sprigs
Chili peppers, roasted, peeled, deseeded and chopped	12 each
Vinegar	3 Tbsp.
Honey	3 Tbsp.

Method:

1. Combine all ingredients and let macerate for one hour.
2. Season with salt.

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Cobb Salad

Ingredients & Method

Ingredients:

Yield: 1 portion

Avocado, diced	1/2 oz.
Kraft Bleu cheese, crumbled	1/2 oz.
Oscar Mayer bacon, cooked and chopped	1/4 oz.
Lettuce, shredded	3/4 oz.
Breakstone or Sealtest sour cream	1/4 oz.
Tomato, diced	1/4 oz.
Egg white, hard cooked	1/5 oz.
Egg yolk, hard cooked	1/5 oz.

Method:

1. Separately arrange ingredients on plate as shown in picture.

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Mexican Pizza with Smoked Turkey and Cobb Salad

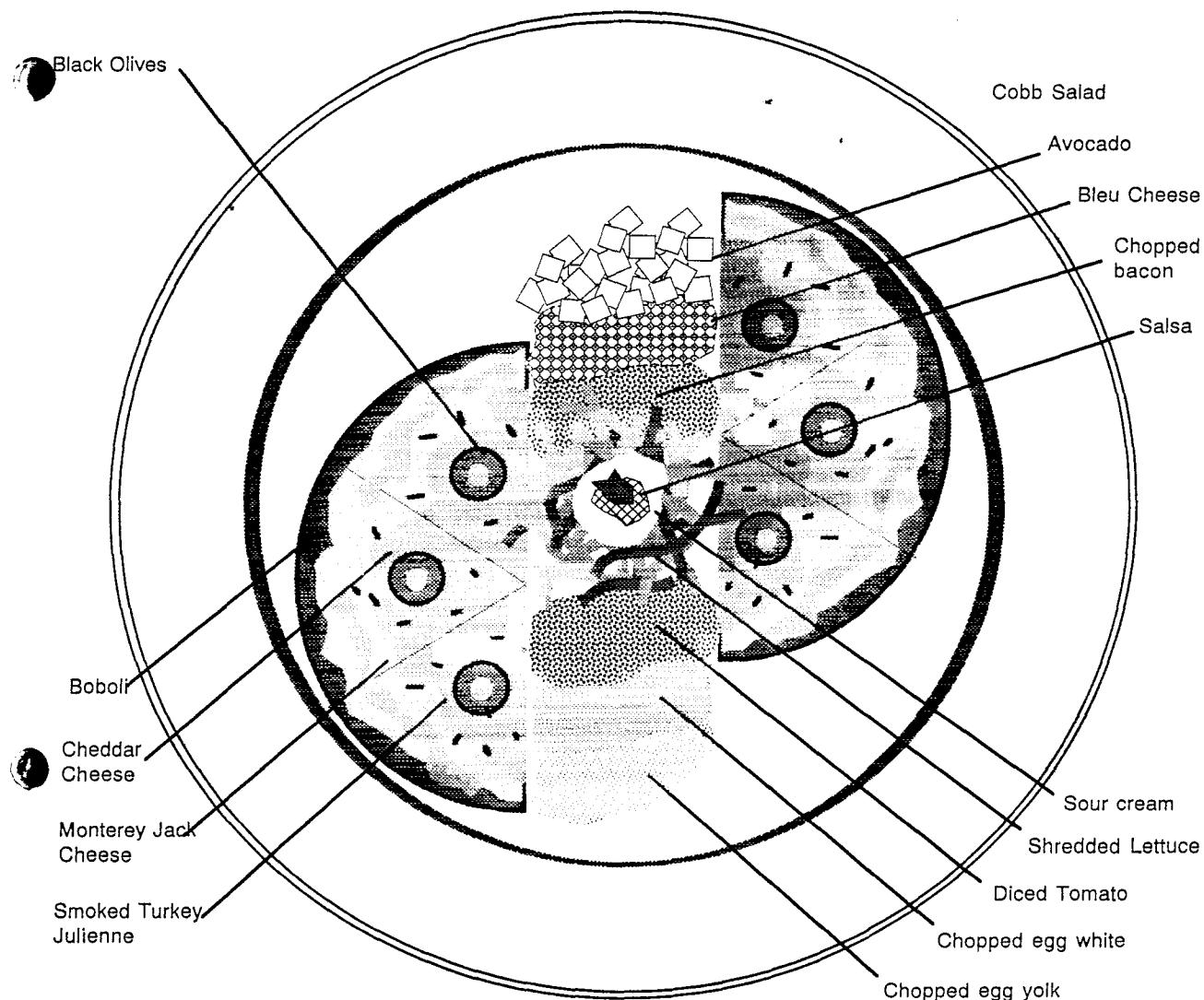


Plate Description:

Boboli: Boboli with julienned Oscar Mayer Smoked Turkey breast sprinkled on top, grated Kraft Monterey Jack and Cheddar cheese sprinkled over turkey, baked according to recipe
(Mexican Pizza)

Salsa Cru: Prepared according to recipe, small dollop placed on top of sour cream

Cobb Salad: Prepared according to recipe, arranged as follows

Avocado: Diced, arranged between pizza

Kraft Bleu Cheese: Crumbled, arranged below pizza

Bacon: Cooked, chopped, arranged below pizza

Lettuce: Shredded, placed below bacon in the center of the plate

Sour Cream: Dollop placed on top of chopped lettuce

Tomato: Chopped, arranged below lettuce

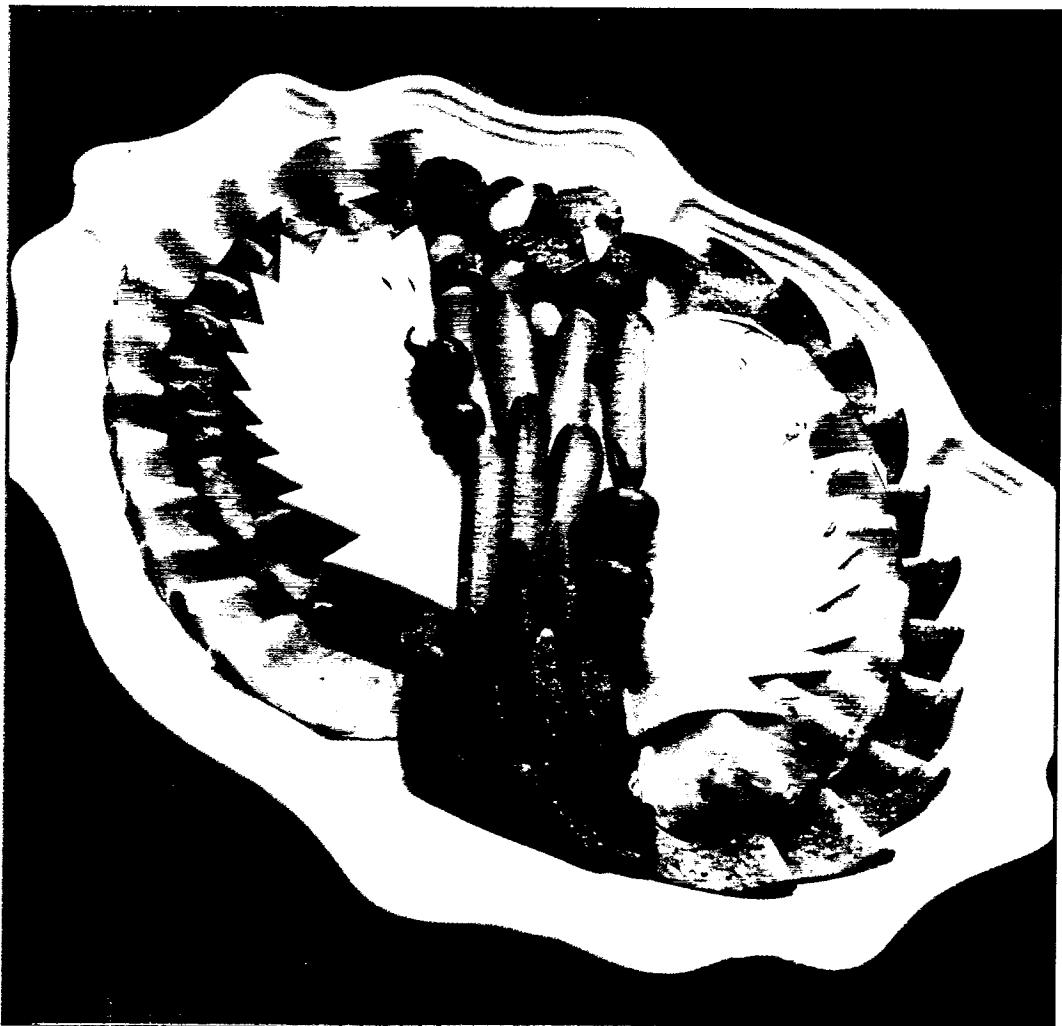
Egg Yolk: Chopped, arranged below tomato

Egg White: Chopped, arranged below egg yolk

Black Olives: 2 Royal black olives, sliced, arranged on top of Boboli

2040991198

2040991199



*Cold Cut and
Cheese Platters
For Twelve*

2040991200

Cold Buffet

Ingredients: Yield: 12 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round Roast beef	18 slices at 1/2 oz. per slice to total 9 oz.
Oscar Mayer Buffet Jubilee Ham	12 slices at 2/3 oz. per slice to total 8 oz.
Oscar Mayer Hickory Smoked Turkey	12 slices at 2/3 oz. per slice Breast to total 8 oz.
Oscar Mayer Cotto Salami	12 slices at 2/3 oz. per slice to total 8 oz.
Kraft Super Cured/Sliced	12 each 1/2 slices at 1/3 oz. American Cheese per slice to total 4 oz.
Kraft Sandwich-Cut Swiss Cheese	12 each 1/2 slices at 1/3 oz per slice to total 4 oz.

All meat slices are folded in half.

All cheese slices are cut in half.

Garnish :

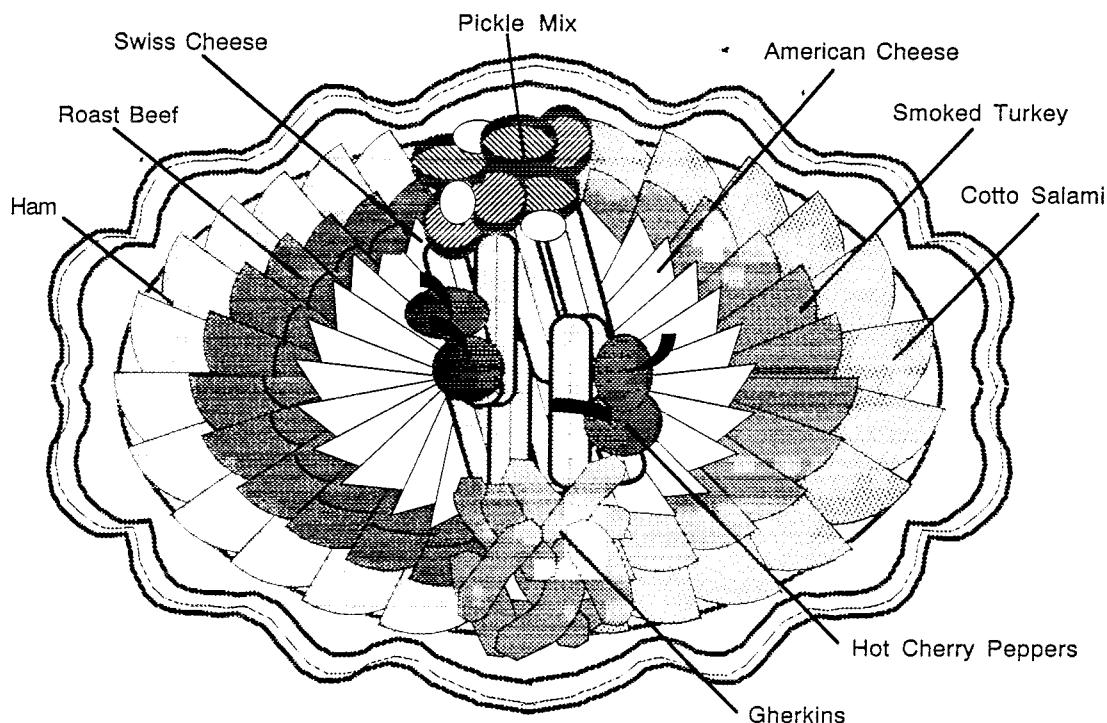
- Prestige Hot Cherry Peppers**
- Prestige Sweet Gherkins**
- Prestige Kosher Spears**
- Prestige Sweet Pickle Mix**
- Royal Pepperoncine**

Note: For Silver Tray Presentation:

Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

2040991201

Cold Cut and Cheese Platter for 12



Platter Description

Meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Oscar Mayer Cotto Salami: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Kraft Super-Cured American Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter

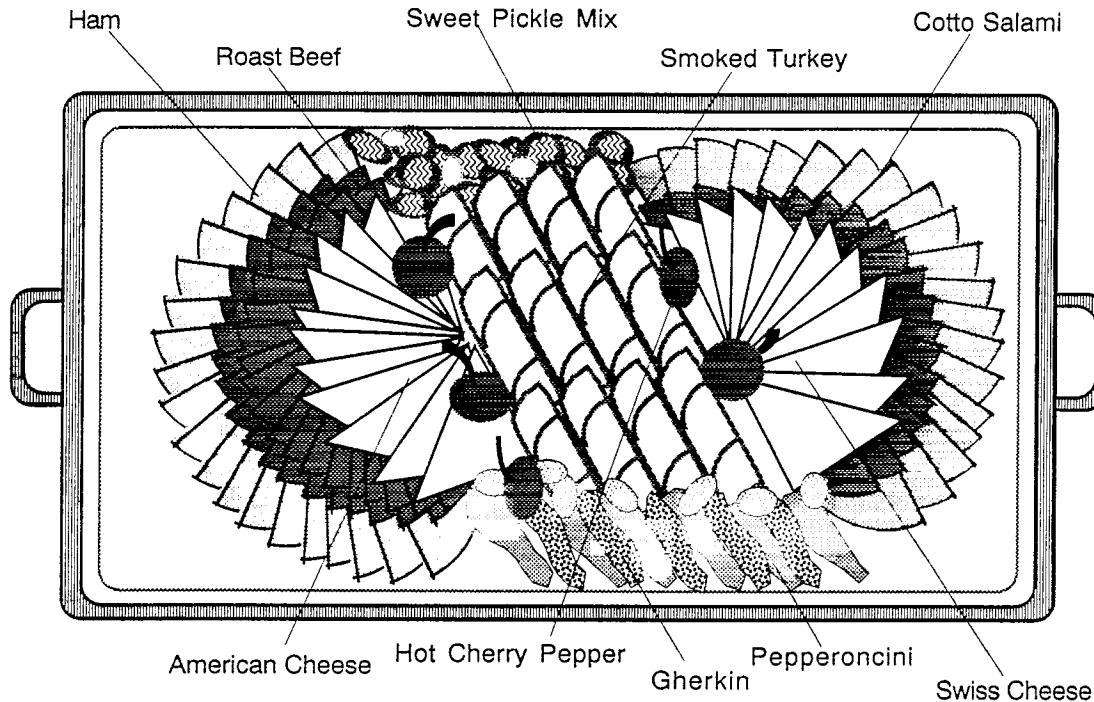
Garnish:

Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Kosher Spears
Prestige Sweet Pickle Mix

Garnish is arranged on platter as illustrated above

2040991202

Cold Cut and Cheese Platter for 12



Platter Description

Meat slices are folded in half or rolled and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 12 slices at 2/3 oz. per slice to total 8 oz., rolled and arranged on platter

Oscar Mayer Cotto Salami: 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter

Kraft Super-Cured American Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter

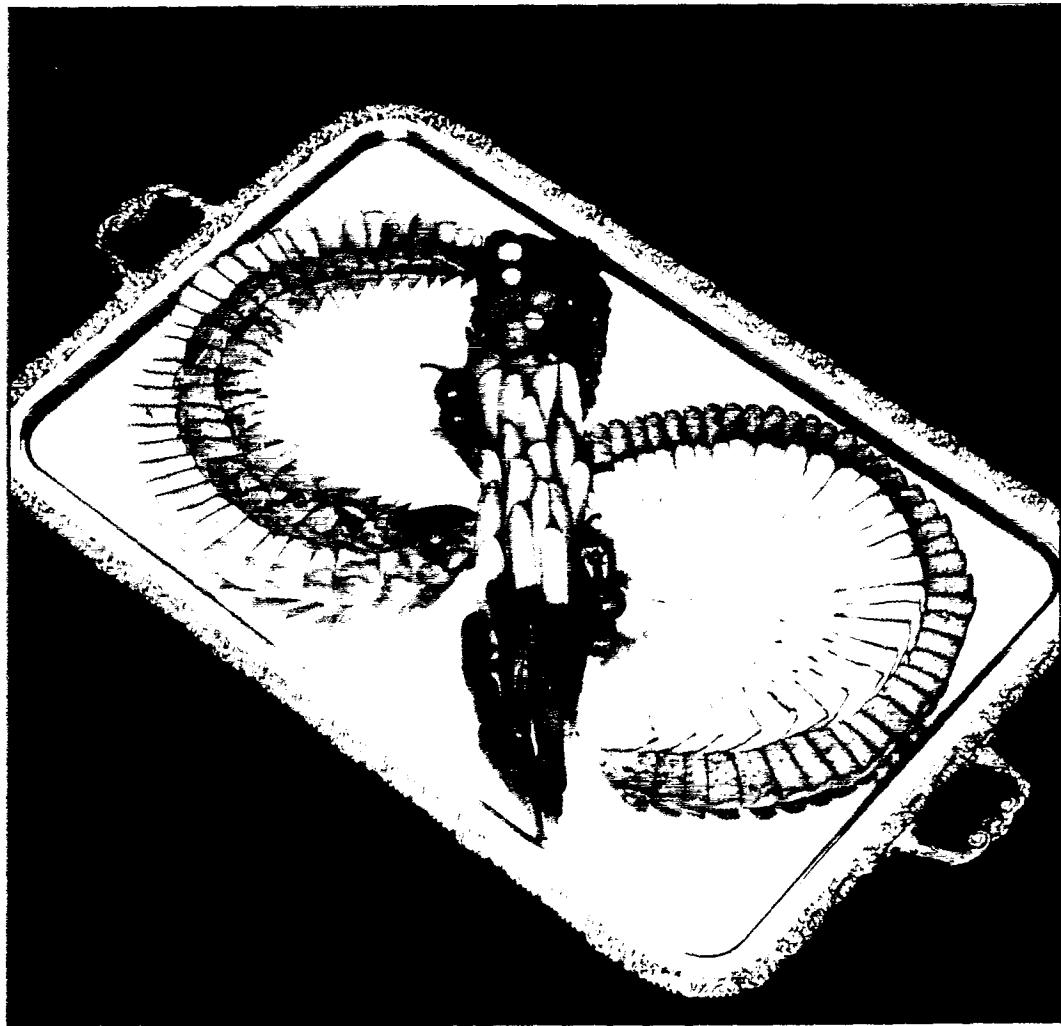
Kraft Sandwich-Cut Swiss Cheese: 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter

Garnish: Garnish is arranged on platter as illustrated above
Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Sweet Pickle Mix

2040991203

2040991204

2040991205



*Cold Buffet Platter
For Thirty Six People*

2040991206

Cold Buffet

Ingredients

Ingredients:

Yield: 36 people

Note: Industry standards for cold cut portions are generally based on one-quarter
(1/4) pound of each meat item per person

Oscar Mayer Select Top Round

54 slices at 1/2 oz. per slice Roast beef
to total 27 oz.

Oscar Mayer Buffet Jubilee Ham

36 slices at 2/3 oz. per slice to total 24 oz.

Oscar Mayer Hickory Smoked Turkey

36 slices at 2/3 oz. per slice Breast to total 24 oz.

Oscar Mayer Cotto Salami

36 slices at 2/3 oz. per slice to total 24 oz.

Kraft Super Cured/Sliced

36 each 1/2 slices at 1/3 oz. American Cheese
per slice to total 12 oz.

Kraft Sandwich-Cut Swiss Cheese

36 each 1/2 slices at 1/3 oz. per slice to total 12 oz.

All meat slices are folded in half.

All cheese slices are cut in half

Garnish :

Prestige Hot Cherry Peppers

Prestige Sweet Gherkins

Prestige Kosher Spears

Prestige Sweet Pickle Mix

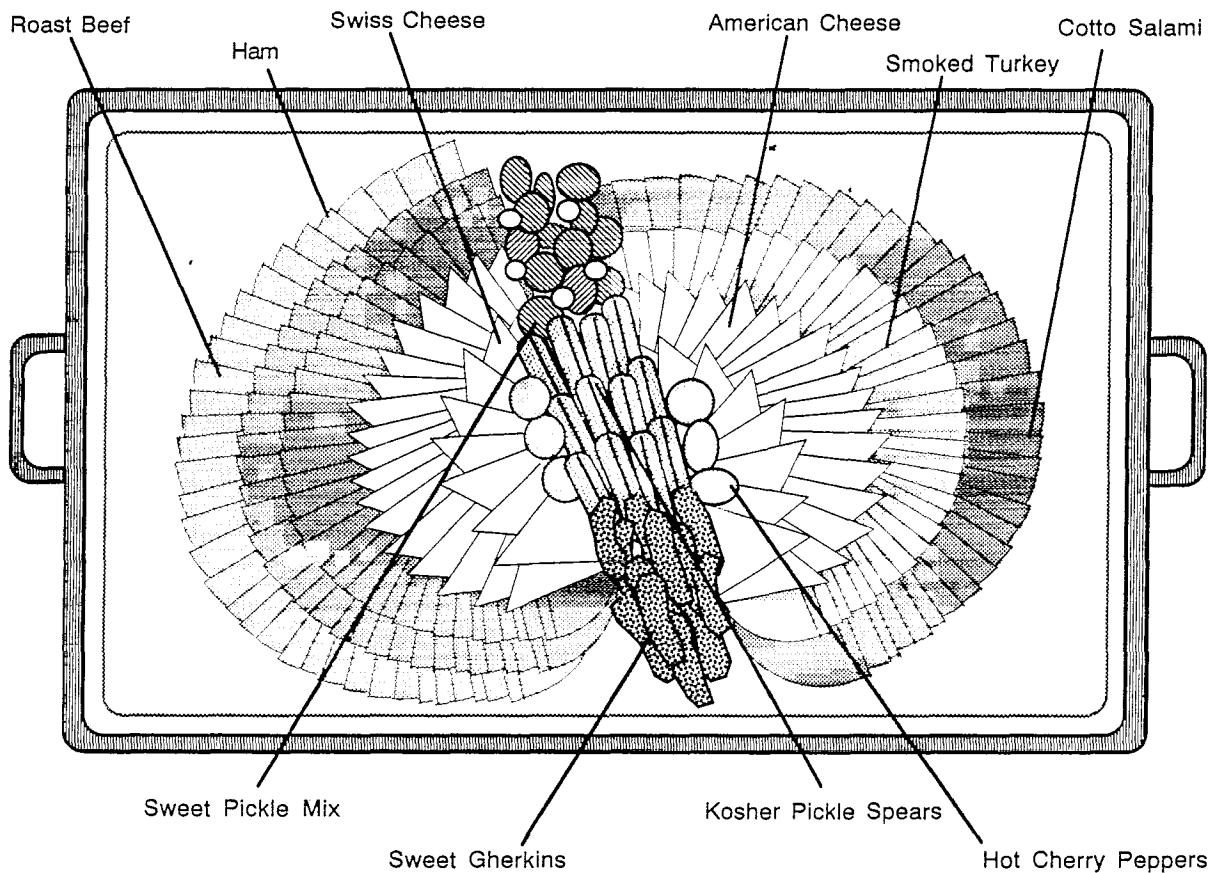
Royal Pepperoncine

Note: For Silver Tray Presentation:

Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

2040991207

Cold Buffet Platter for 36 People



Platter Description:

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Cotto Salami: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

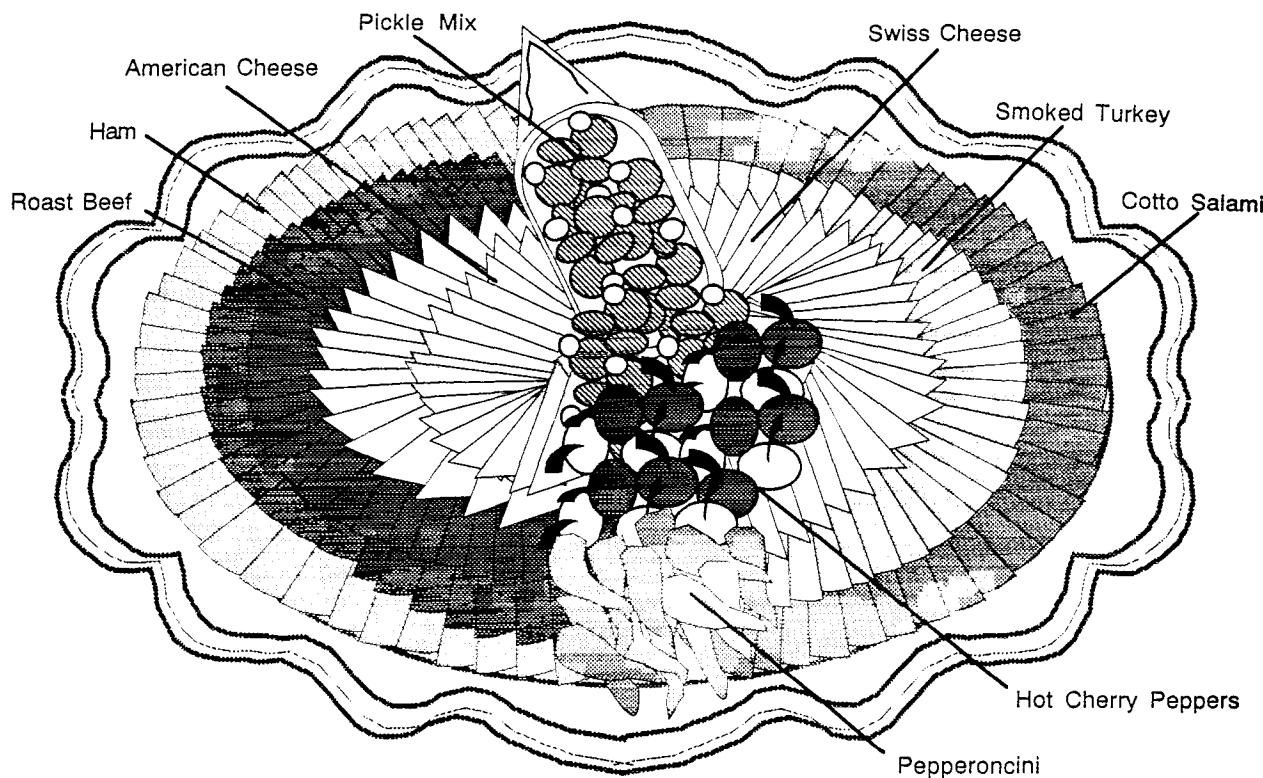
Garnish:

Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Kosher Spears
Prestige Sweet Pickle Mix

Garnish is arranged on platter as illustrated above

2040991208

Cold Buffet Platter for 36 People



Platter Description

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Cotto Salami: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Kraft Sandwich-Cut Swiss Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Garnish:
Prestige Hot Cherry Peppers
Prestige Pepperoncini
Prestige Sweet Pickle Mix

Garnish is arranged on platter as illustrated above, with the pickle mix cascading out of an oval dish sitting on a napkin

2040991209

2040991210

2040991211

Yuban	Light N' Lively	Sealtest	Laurel
Pecan Point	Miracle Whip	Hanes	Imperial
Apple Jack	Frosted Flakes	Proctor & Gamble	White Castle
Apple Jack	Country Crock	Heublein	Woolworth
Apple Jack	Crème de Menthe	Kellogg's	
Pohutuk	Cheez Whiz	Past. Oceanside	White
Yuban	Breakstone's	Country Time	Laurel
Kool-Aid	Miracle Whip	Borden's	Brewer's
Marlboro	Miller Beer	Bird's Eye	Leavenworth
Velveta	Light N' Lively	Sealtest	Good Will
Cheese Whiz	Miracle Whip	Hanes	
Pecan Point	Frosted Flakes	Proctor & Gamble	

2040991212

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution **DATE:** February 11, 1994
FROM: Ina Broeman *Ina B*
SUBJECT: IEG

I thought the attached information would be of interest.

IB/bk

Distribution

Vicki Berner
Emily Chapman
Jose Fontanez
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Steve Sampson
Nancy Zimbalist

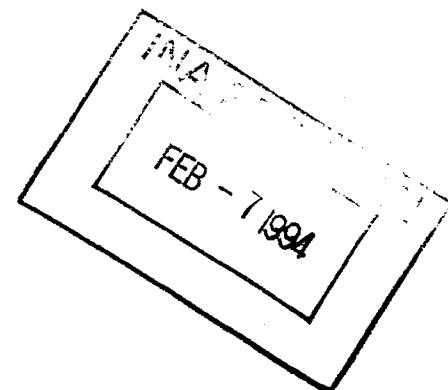
2040991213

International Events Group

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IEG Sponsorship Report™
IEG Directory of Sponsorship Marketing™
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SPONSORSHIP SELLS
IEG Event Marketing Seminar Briefing: Tying Sales to Sponsorship
January 1994



2040991214

Published by IEG exclusively for early registrants of *Sponsorship Sells*

2040991215

Introduction

The driving force behind sponsorship in the past year has been the sales overlay. To justify expenditures to shareholders and employees, sponsors must show that sponsorship makes an impact on the bottom line. They must show that associating with this NBA team or that state fair positions their products or services so that consumers want to buy them, while concurrently influencing the key elements in the sales chain so that there is a readily available outlet from which to buy.

IEG's 11th annual event marketing seminar, *Sponsorship Sells: Turning Buyers Into Partners*, explores this theme in-depth. In addition to presentations, workshops and round tables, a Retail Marketing Campaign Area will provide examples of how sales are tied directly into sponsorship programs of all types.

Attached, how sponsorship's impact on sales is being measured, followed by charts showing findings of recent surveys on the public's attitude toward sponsorship and finally, specific results from different types of sponsors who have used a variety of properties to increase sales.

How Sponsorship's Impact On Sales Can Be Measured

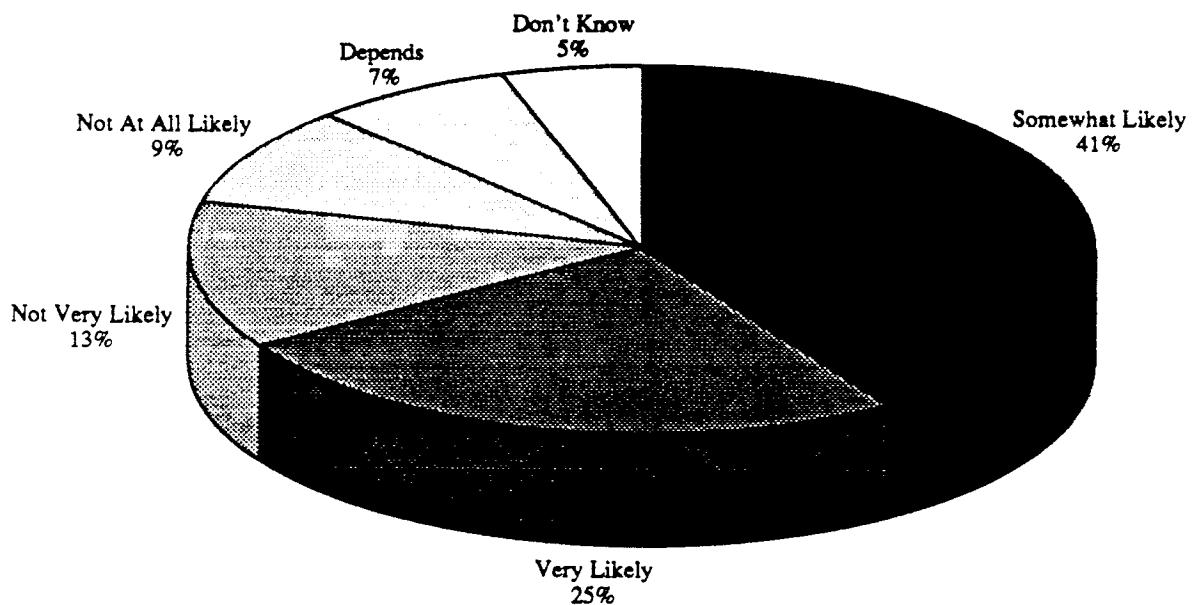
Sales objectives that can be tracked include a sponsorship's ability to:

- increase sales of a product or a service to consumers
- drive sales to business customers
- increase product distribution
- generate more product display at point of sale
- produce targeted new leads
- improve efficiencies of FSIs and other promotions
- lock-in heavy users
- boost retail traffic
- motivate purchase by cosponsors (For example, a candy marketer cosponsored a yacht racing team with an oil company that bought its candy for use in a promotional giveaway with a tank of gas. The sale paid for the confectionery's sponsorship several times over)

Sponsorship Sells
Survey Results



Cause Marketing's Ability to Influence Purchase



66 percent of adults said they would be likely to switch brands to support a cause.

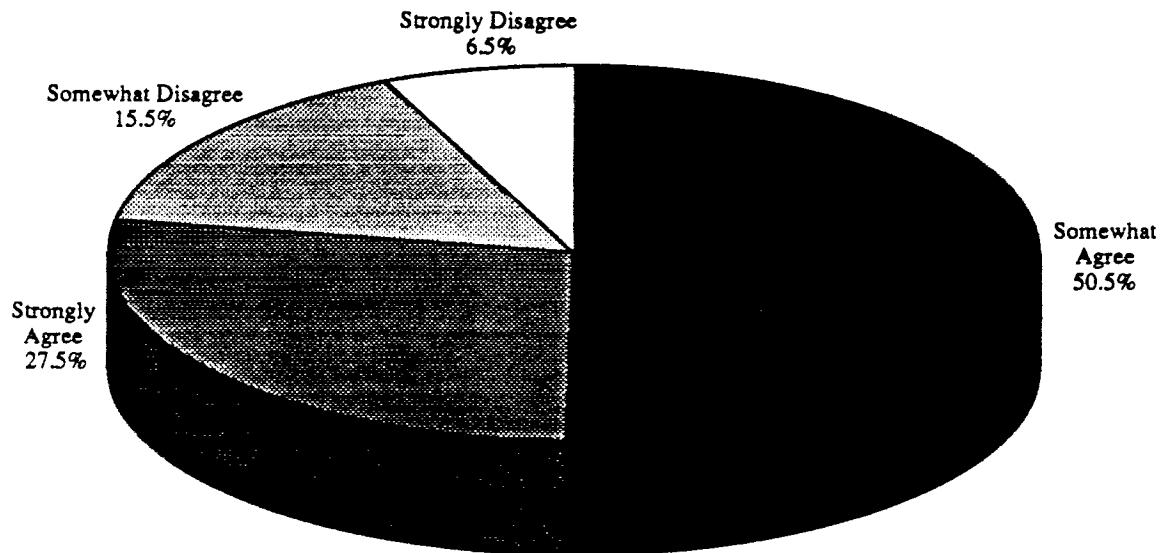
Source: Cone Communications, Boston, 1993

2040991217

Sponsorship Sells
Survey Results



Festival Sponsorship: Impact on Sales



78 percent of consumers agreed they would be more likely to buy brands made by sponsors of events like Chicago's Blues and Gospel Festivals.

Source: McKeon & Assoc., Chicago, 1993

Sponsorship Sells

Sponsor Results

Packaged Good/Taste Festival

Who: Warner-Lambert Co.'s Listerine

What: \$20,000 cosponsor of Taste of Chicago

Promotion: Bring proof of purchase to festival and receive 50-cent food ticket

Objectives: Boost shelf space; retailer co-op advertising; and consumer sales

Measured: Display activity; number of retailers promoting the offer in their own advertising; and shipments during the festival promotion

Results:

- Gave away more than 10,000 food coupons to people redeeming Listerine wrapper
- Displays in Chicago were 112 percent higher than rest of U.S.
- Trade participation in Listerine's co-op advertising was the highest ever
- Shipments during peak period increased 238 percent over the previous year; shipments for the quarter jumped 193 percent

Sponsorship Sells

Sponsor Results

Packaged Good/Ethnic Music

Who: Keebler Co.'s crackers and cookies

What: Keebler Music Series, 156 Hispanic music events in Southern California

Promotion: Attendees get \$5 off the \$15 admission price with a recent Lucky Stores' supermarket receipt and a proof-of-purchase from Keebler products

Objectives: Involve major supermarket chain; leverage displays; and drive consumer sales

Measured: Number of proof-of-purchases collected

Results:

- One in five attendees turned in a proof-of-purchase for ticket discount

Sponsorship Sells

Sponsor Results

Restaurant Chain/Cause

Who: Jack in the Box, Seattle ADI group

What: Save the Earth Foundation

Promotion: Donate \$1 to environmental research and receive coupon book offering \$10 in savings

Objectives: Increase coupon redemption; increase sales

Measured: Coded coupons

Results:

- 35,000 coupon books sold
- 26 percent coupon redemption rate vs. expected three percent rate
- More than \$300,000 in corresponding sales

Sponsorship Sells

Sponsor Results

Delivery System/Pro Sports League

Who: UPS

What: National Football League

Objective: Sales to property

Measured: Number of teams doing business with UPS

Results • 90 percent of the 28 NFL teams now use UPS

Sponsorship Sells

Sponsor Results

Produce/Running

Who: Sunkist Growers, Inc.

What: Sunkist Indoor Track & Field Meet, Los Angeles

Objective: Sales promotion tie-in with major trade customer

Results:

- Featured in two-week, point-of-purchase promotion that included end-aisle displays at Ralph's supermarkets, largest-ever promotion Sunkist conducted with the chain
- Sunkist sold an additional 46,000 cartons of oranges

Centerfold

BIG-TIME IMPACT ON A SMALL BUDGET Getting your money's worth out of an event—even those with a dozen or more sponsors—has little to do with the size of your sponsorship. Instead, it's how you leverage it.

"Campbell Soup account manager Joel Speck came to me five years ago, two months before the festival," recalled Jan Thuerbach, executive director of Indiana's Evansville Freedom Festival. "We had sold everything, but he said, 'What about the Big Wheel race?' I said, 'You don't want that.' It didn't have enough stature to be sponsored. The race was in a mall and had a couple of hundred kids in it, but he offered to pay three figures."

Speck then took advantage of his sponsor status by purchasing 25 hospitality passes at \$150 each for the festival's hydroplane race and used them as incentives for local grocers to meet display quotas. Entering its sixth year, Campbell's Souper Big Wheel Race is just one component of Kid's Day, which will be titled by local grocer Wesselman's and held in a park to accommodate the expected 5,000 attendees. Speck plans to give away 40 hospitality passes to the hydroplane race, according to Thuerbach.

The principle of sponsoring elements of an event that hone in on subsets of attendees applies equally to trade-focused ties. Frito-Lay, Inc.—one of 15 low-five-figure packaged-goods sponsors of Idaho's Boise River Festival—will set itself apart by hosting a sponsor appreciation reception for the others—including executives of Boise-based supermarket chain Albertson's, Inc., said Steven Wood Schmader, the event's executive director.

Nor is such sub-targeting limited to low-ticket sponsor products. Around BMW of North America, Inc.'s "second-tier" sponsorship of the Newsweek Champion's Cup, the auto importer mails invitations for test drives to box-seat ticket holders, who are even more demographically targeted than the other generally upscale tennis attendees, said Scott Doniger, event marketing and promotions manager at BMW's Woodcliff Lake, N.J. headquarters.

An offer to enter test drivers into a sweepstakes awarding a week's use of a BMW 740i and hotel stay around last year's tournament hit 7,500 people, which produced "about 300 test drives and probably 50 sales," Doniger said.

Filling Needs. Another way for a sponsor to heighten impact is through "some activity that causes consumers to perceive you as part of an event, not just a leech on the event," said Jim Breen, president of Carpinteria, Calif.-based Umbrella Event Marketing, which implements Kraft USA's just-renewed sponsorship of 26 American Air Show Network events. "Come up with some way to fill a consumer need or want and you tend

Breen discovered that children attending the events wanted to meet pilots, but were not offered a set time or place to do so. Thus, the creation of the Kraft Hangar Hangout, which Umbrella constructs at each show for the food giant. Children who attend the attraction play games: meet the products' spokes-dinosaur, Cheesasaurus Rex; and receive an autograph book with information on the company's kid-targeted Handi-Snacks, Kraft Singles cheese slices and Macaroni and Cheese.

Despite an average of 12 to 15 sponsors at each event, Kraft stands out: Early in last year's program, Umbrella had to double its 20-foot-by-40-foot space to accommodate total traffic of one million, Breen said.

"The Hangar Hangout has been very successful in increasing kids' awareness of the products, their identification of Cheesasaurus Rex with the products and their intent to purchase," said Jeff Price, manager, events marketing, at Kraft's Glenview, Ill. headquarters.

Denver-based electronics retailer CWE, Inc. used a similar approach at last year's Cherry Creek Arts Festival in its hometown. The company's CW Electronics store, which provides the festival's office with about \$25,000 in computer equipment, sets up a Creation Station, where children get lessons in computer-based art and can produce pieces on one of 15 terminals.

The display drew "tens of thousands of children," said Greg Kinnear, CW's president and CEO. "All year long we hear, 'We saw you at the arts festival and we want to buy the system the kids used.' We sold the demos from our store very quickly after the festival. I specifically tell our people at the tent not to mention prices even if they're asked. Everyone is there to have fun. We just invite people to the store, and that helps our image even more."

Miami's Mercy Hospital also has filled an attendee need, made great impact at little cost and distinguished itself from the 20-plus sponsors of the Coconut Grove Arts Festival. The festival's official first-aid provider for the past seven years has learned to give away "promotional items that people want to keep," said Eugene Bajorines, the hospital's director, planning and marketing.

"We found that plastic bags work. This being an arts festival, people are taking away a lot of things, so they need a bag to carry them in. The phone number for our physicians referral service is all over them. With a limited promotions budget, the key is that the bags are inexpensive, useful and seen throughout the festival. Printing 25,000 bags costs pennies apiece and we get our message to everyone without printing 1.5 million bags."

Similarly, Ft. Meyers, Fla.-based Gulf Disposal, a \$5,000 sponsor of the city's Edison Festival of Light, provided 40,000 parade attendees with logoed bags for

"The cleanup saved the city several thousand dollars," said Toni Matison, the event's executive director. "Gulf Disposal got a lot of press mileage from that."

Piggybacking. Sponsors also can gain impact by drawing from their other sponsorships. For example, AT&T has extended title of the NBA's Long Distance Shootout to the grassroots level by titling a similar skills contest at 30 Hoop It Up 3-on-3 basketball stops.

AT&T sends out a truck containing all of the event equipment, signage, merchandise and a sound system. "Doing this in 30 cities costs less than producing one 30-second spot," said Todd Burnette, sports marketing manager for AT&T Consumer Communications Services in Basking Ridge, N.J.

The shootouts are so popular "people stand in line 45 minutes for the chance to shoot 12 balls in 30 seconds," he said. "While they wait, we take down their names and addresses and use the information for mailings."

The company also adds impact to the shootouts by bringing NBA players on site through leverage of its 23 NBA team sponsorships. "It's not hard to get a team to send a player to the Hoop It Up in its city. It doesn't cost a lot more, but it brings a lot of media and extra traffic. Sometimes, we've been able to have teams throw player appearances into TV buys. The Utah Jazz's Karl Malone drove our truck because he's into trucking and NBC picked it up for *Inside Stuff* and its Hoop It Up show."

Conversely, Tropicana Products, Inc. used a less-expensive local sponsorship to leverage presenting status of Reba McEntire's national tour. The company was locked out of sampling at tour venues such as the Ohio State Fair that had a preexisting beverage sponsor. "so we chose to sponsor the fair the day Reba was appearing there," said Rose Sheahen, trade marketing manager in Tropicana Products Sales, Inc.'s Mt. Prospect, Ill. office.

"We not only got to sample Twister, the brand sponsoring Reba, but our Pure Premium orange juice, as well. This made sense because Kroger is an Ohio State Fair cosponsor and one of our largest customers. Our offer during our day at the fair was \$1 off admission with proof of purchase of either product. Kroger felt good that we were doing something to benefit its customers and rewarded us by putting up p-o-s materials."

Denver's Banc One Colorado Corp. applies the same principle in forming its events strategy, according to Ed Swartley, communications director. As a sponsor of last year's Cherry Creek Arts Festival, the bank drew traffic to its space with an appearance by Don Baylor, manager of MLB's Colorado Rockies, which the bank also sponsors.

"Whether it's a large or relatively small investment,

we have a coherence to what we sponsor and how we approach sponsorships. If it makes sense to cross-promote our affiliation with the Colorado Rockies at the festival, our strategy ensures those two ideas are compatible. Our first step is to plan overall strategy, so we can piggyback our sponsorships to multiply their effect.

"There's no need to spend a lot of money. It was part of our contract with the Rockies that Don Baylor would make appearances. We printed his statistics and the festival and Rockies logos on notepads. People take these home, and 10 years from now, they will remember Banc One's sponsorship."

Clutterbusting. Lower-level sponsors also can extend the life or range of their messages by appearing on event collectibles. For example, Texaco, Inc.'s logo on the chase flags for trucks following each balloon at the Kodak Albuquerque Int'l Balloon Fiesta have been seen as far as 10 miles away when a balloon strays, said Jodi Baugh, the event's marketing director. Also, because the flags are considered collector's items, Texaco's message reaches homes and may be kept for years, she said.

If nothing else, impactful lower-level sponsors are masters of on-site leverage. "Picking booth location next to a major attraction is important at fairs and festivals," said Walt Garrison, vice president, Southwest promotions in U.S. Tobacco Sales and Marketing Co.'s Lewisville, Texas office. "Our 400 salespeople in the field are our eyes and ears. Before we even become a sponsor, they'll say where our booth should be."

"The way to stand out is to have a goofy game, putt-putt golf or a bean-bag throw," said Tamra McCraw, marketing manager for West Palm Beach, Fla.'s SunFest. "I don't care if you spend \$50,000, you have to work it. You can't just have a look-see booth."

At last year's Ohio State Fair, Borden, Inc. gained media attention by trying to enter the *Guinness Book of World Records* for building the largest ice cream sundae, said Jeff Millgrom, president of Northbrook, Ill.-based Event Marketing Strategies, which sells sponsorship for the fair. The agency then sold pieces of the sundae for a dollar and donated the money to a local children's hospital.

In lieu of more creative tacks, some sponsors try loudness. Secaucus, N.J.-based Mexican food marketer Goya Foods, Inc. is especially adept at getting noticed, said George Naranjo, marketing representative for Cardenas/Fernandez & Assoc., which sold the company ties to Chicago's Pan-American Festival and Primavera Musical.

"Goya's booth is bright yellow so it stands out from the others. The ladies passing out the samples are models in Goya uniforms that are very sexy."

was, however, without precedent at that event: "I've never seen a deal like it," said Jim Pemberton, the fair's vice president marketing, referring to a cable system acting as go-between. "But the color of its money was green."

Around the deal it arranged for Carnation with the Houston Zoological Gardens, TCI Cablevision of Houston ran 200 30-second spots promoting Carnation Kids' sponsorship of the Zoo Boo Halloween bash. The brand brought in McGruff, the "Take A Bite Out Of Crime" dog, to greet visitors and distribute Carnation Kids products and coloring books.

"The New York office of Griffin Bacal Promotions deals with the cable companies and comes back to us with event ideas," Patcha said. "We pick what we think is best. Usually they jump off the page. Space Center Houston, for example, was totally consistent with the brand's equity of kids and fun."

Around its Space Center tie, Carnation offered accompanied children free admission and gift shop discounts with proof of purchase. The brand also had a booth and hosted kid-specific activities at the State Fair of Oklahoma and Arkansas State Fair. The Community Club Awards Program underway in St. Louis, offers 150 nonprofits the chance to win \$40,000 by collecting the most proofs of purchase.

"Some of our involvements could turn into longer-term, bigger sponsorships," Patcha said. "We've been really pleased with results so far. We want to continue to build equity and extend our reach. Retailers want to see us doing something at the local level, for the community."

Carnation's "favoritest foods" line, which five-to-nine-year-olds can prepare themselves, is now available in about 15 percent of the country. "We will finish the remainder of the programs in the region," Patcha said, "and then as we roll out the brand nationally, you'll see a lot more event activity from Carnation."

The brand's competition includes Kellogg Co.'s (Sept. 20, 1993) Pop-Tarts; General Mills, Inc. (March 8, 1993) and Pillsbury Co. (Aug. 27, 1990) with microwaveable baking mixes; Procter & Gamble Co.'s (Dec. 6, 1993) squeezable peanut butter and jellies; and Kraft USA's Macaroni and Cheese.

Dealing With Disney. Last year, Nestlé replaced Kraft General Foods, Inc. (Dec. 6, 1993) as a 10-year "strategic partner" of The Walt Disney Co. The entertainment giant's top tier of sponsorship ties in Walt Disney World, Disneyland and EuroDisney. Carnation has sponsored Disneyland's ice cream stand since the park opened in 1955. Carnation Kids' licensing agreement builds on its parent's larger commitment: the brand's box panels feature Disney scenes, games and giveaways.

The strategic partnership grew out of a licensing agreement in Europe between Disney and Nestlé S.A., whose Magi Bambino line is similar to Carnation Kids, accord-

ing to Patcha.

"Disney wanted an international food company," he said. "We already had a contract with Disney, which then turned into a multi-tiered relationship covering product promotion, licensing and sponsorship."

Cox Cable Communications, Tel: 404/843-5000.

Nestlé Food Co., Tel: 818/549-6000.

Louisiana Children's Museum, Tel: 504/523-1357.

State Fair of Texas, Tel: 214/421-8713.

PERFORMANCE RESEARCH QUANTIFIES NASCAR IMPACT

Performance Research recently put to the test NASCAR's reputation as having the most sponsor-loyal fans of any sport. Findings of the survey by the sports marketing research firm appear below.

"We get about a call a week from someone looking for third-party information about NASCAR," said Jed Pearsall, Performance's president. "And we wanted to see whether sponsor clutter was hurting NASCAR."

Methodology. Performance surveyed 1,036 NASCAR fans, which it culled from targeted and random digit dialings as well as attendee rosters collected by the research firm over the last seven years at more than 70 races. Performance contacted potential participants by phone and screened them for the minimum age requirement of 18 and interest in NASCAR.

To mimic NASCAR's geographic skew, the sample consisted of 419 respondents in the Southeast and approximately 150 people from each of four other regions: the Northeast, Midwest, Mountain States and West Coast.

Three-Fourths Male. The typical NASCAR fan is a married (73 percent) male (75 percent) homeowner (81 percent), approaching middle age (average 42 years old), with a full-time job (87 percent) and a penchant for cars (3.4 per household). Median household income ranges from \$35,000 to \$50,000.

Findings on gender differ markedly from NASCAR's published figures that claim "almost a 50-50 male-female split," said Bill Doyle, vice president and director of motorsports research for Performance. "NASCAR bases it on attendance. A woman may go to a race because it's an event, but she's not necessarily a fan. We include the entire fan base: people who sit home, watch TV and may never go to a race. Those are mostly men."

Awareness Levels. Collectively, respondents recalled unaided more than 200 different sponsors. Each respondent named an average of 4.5 overall sponsors, 2.2 race sponsors and 1.3 Busch Grand National sponsors. Winston Cup sponsors are included in the overall figure.

"First, we ask them to name unaided some NASCAR sponsors," Doyle said. "That's race sponsor, team sponsor, official product, presenting, everything, but typically they

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will all be Winston Cup sponsors. Then, we ask specifically for race sponsors, which creates a subset of the overall figure. Then, we ask just for Busch Grand National sponsors. Some companies are involved in all three and people will mention them three times. But you won't get anyone mentioning a small company that sponsors one guy on the Busch circuit unless you do it this way."

The top 37 companies respondents mentioned spontaneously all were current NASCAR sponsors. Less than one percent of respondents mentioned companies that were not sponsors. Castrol was the only nonsponsor mentioned with any frequency. "Castrol is in NHRA and IMSA, which makes people think it must be in NASCAR too," Doyle said.

Sponsors that scored consistently lower were those involved in only one race or those with official product status but no ties to a specific driver or team.

Propensity To Purchase. Fifty-seven percent of respondents indicated a "higher" trust in products from NASCAR sponsors. By comparison, 16 percent of consumers placed "higher" trust in Olympic sponsors and five percent in World Cup sponsors, according to other Performance surveys conducted earlier this month. Loyalty among fans of other motorsports circuits—NHRA, Indy Car, IMSA—is comparable, according to Doyle.

"NASCAR is family for these people," Doyle said. "If you're a sponsor, you're part of that family. People don't notice sponsors jumping in and out of the Olympics. Here they definitely do."

Almost half (48 percent) of fans said they would "almost always" purchase a sponsor's product over that of a closely priced competitor, while the other half would do so "frequently" (23 percent) or "sometimes" (23 percent). Many fans (42 percent) said they switched brands when a manufacturer became a sponsor.

Brand loyalty extends beyond the length of NASCAR sponsorship: 90 percent of respondents said they continued to buy a brand after the company canceled its tie. The only company that lost customers because of cancellation—mentioned by seven percent of respondents—was Hooter's of America, Inc. (Dec. 20, 1993). The restaurant chain dropped NASCAR in 1993 after its driver, Alan Kulwicki, died in an airplane crash. It has since signed with another Winston Cup team for 1994.

Although the loyalty data does not address the effects of team sponsorship by competitors within a product category, when a competitor comes in, consumers tend to switch allegiance, according to Doyle.

The high level of brand loyalty cannot be explained by demographics alone, Pearsall said. "NASCAR's demographics are the same as those for pro football, but NASCAR fans are more sponsor loyal," he said. "The

reason is that, although it appears to be sponsorship of a sport, NASCAR sponsorship in most cases is really sponsorship of a person, the driver." (Performance's research at NFL games found that an average of 30 percent of fans had "higher" trust in sponsors' products and an average 36 percent habitually bought their brands.)

"The emotional attachment is not there in other sports," Doyle said. "That's the missing link. Most consumers don't make the direct correlation that if they want a better sport, a better team, a better driver, they have to support the sponsors. But NASCAR fans understand that if they want Rusty Wallace to keep winning, they have to buy more Miller Genuine Draft.

"The only time you see such respect for sponsors is in national arts or broad-scale causes where people really believe that if it weren't for the sponsor, this would not be happening."

Pearsall said NASCAR itself is doing something right to achieve this kind of return. "It has given sponsors credit for what they bring to the sport. It's not like advertising where it seems that drivers are exploited to sell more product. Sponsors are seen as fans and supporters of the same driver or team as I am. Fans see that sponsors bring a lot of excitement to the sport."

Adding FSIs. About half (49 percent) of fans clip coupons from newspaper inserts every week. Seventy percent of them said they would be more likely to use the coupons if a NASCAR theme were involved. NASCAR's first FSI appears this April (Oct. 18, 1993).

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PERNOD RETURNS TO ARTISTIC ROOTS

Pernod, the French aperitif imported into the U.S. by Austin, Nichols & Co. (Feb. 8, 1993), just entered the second year of a sponsorship that revives its identification with the avant-garde. The anise-flavored drink popularized by Van Gogh, Lautrec and Picasso is awarding \$5,000 to the winner of "Pernod Liquid Art," a national competition for new artists.

"As a company, we don't believe very strongly in advertising," said Tracey Ferry, Pernod assistant brand manager at Austin, Nichols. "Groupe Pernod Ricard, the French distiller, was built from face-to-face sales. It believes distributors and customers come first so, in order, it is sales relations, promotion, PR and then advertising."

In 1993, judges chose 10 finalists from more than 500 entries and included their work in a gallery exhibit in New York City. This year, Pernod again is promoting the contest in New York and Los Angeles with posters in art schools, galleries and on streets. Cosponsor *Paper Magazine*, is running monthly ads encouraging participation. Leverage